

2015 College Savings Foundation Conference

March 5, 2015

Career Planning and the Role of 529s



The Folklore of Finance

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How beliefs and behaviors sabotage success in the investment management industry

Presented by:

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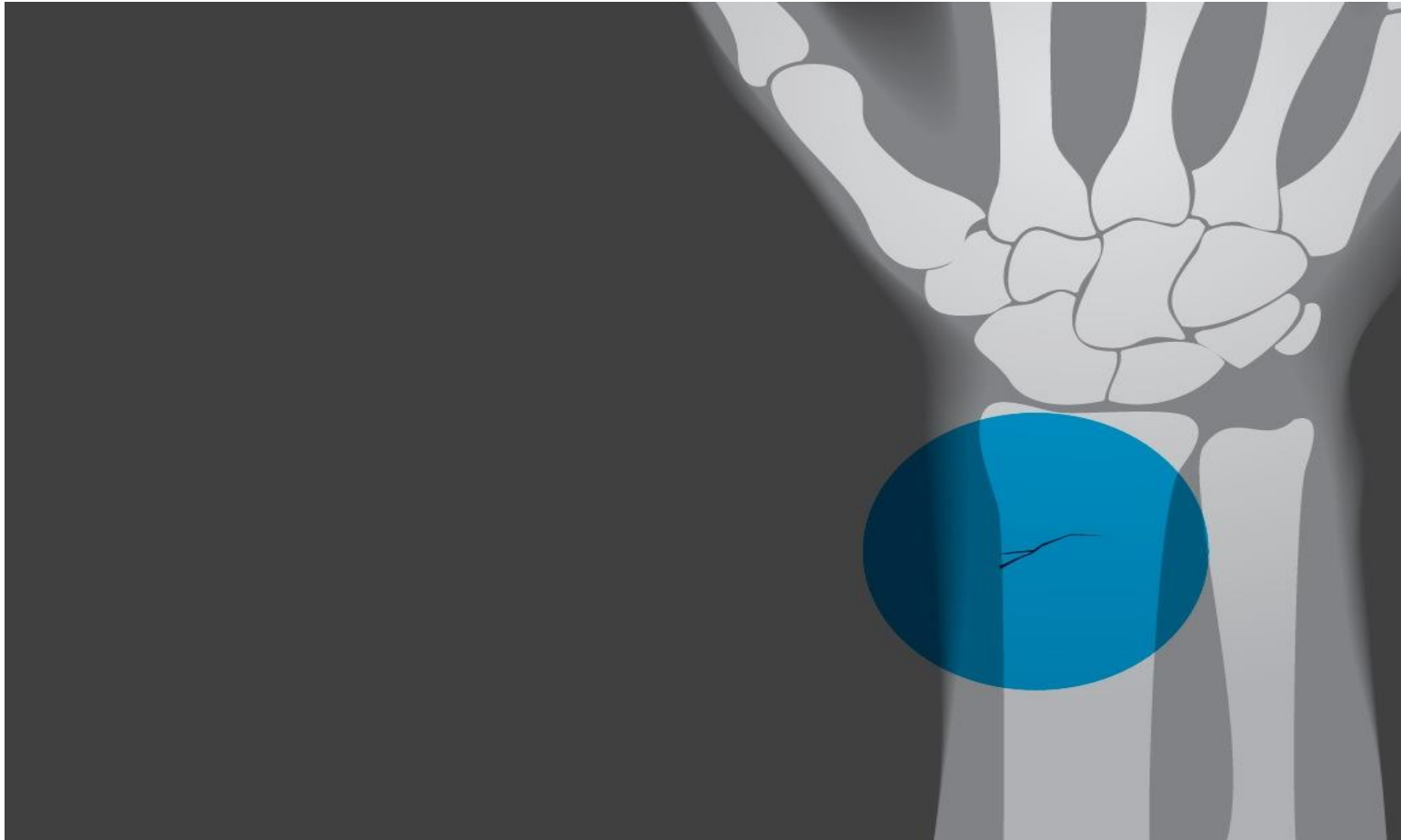
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All the information contained in this presentation is as of the date indicated unless otherwise noted.

THE INDUSTRY'S MODELS FOR SUCCESS ARE BROKEN

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INVESTORS BELIEVE THEY CAN DO THE JOB OF INVESTMENT PROFESSIONALS, BETTER, AND FOR LESS

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The Folklore of Time

**The Folklore of
False Comfort**

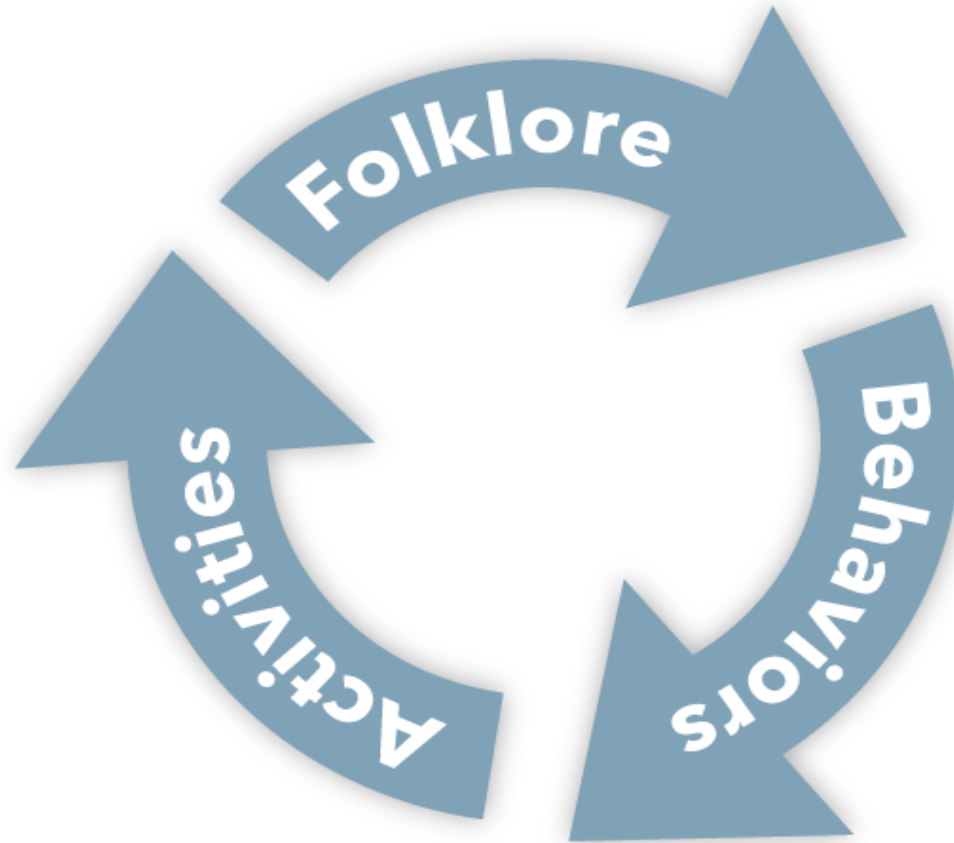
CONSCIOUS

UNCONSCIOUS

**The Folklore of
Knowledge**

FOLKLORE'S PERPETUATING CYCLE

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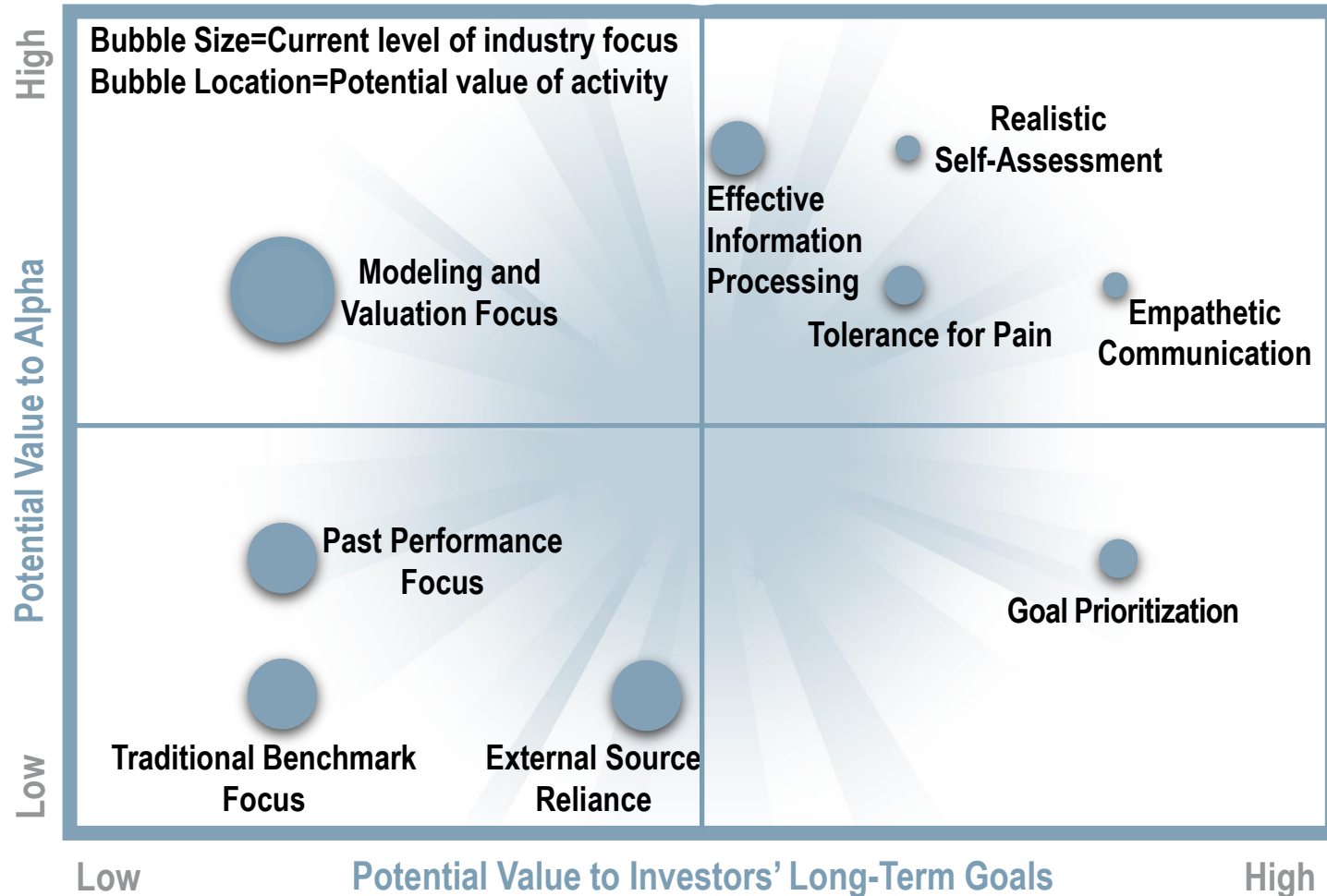
Current Allocation of Time, Money and Energy

12



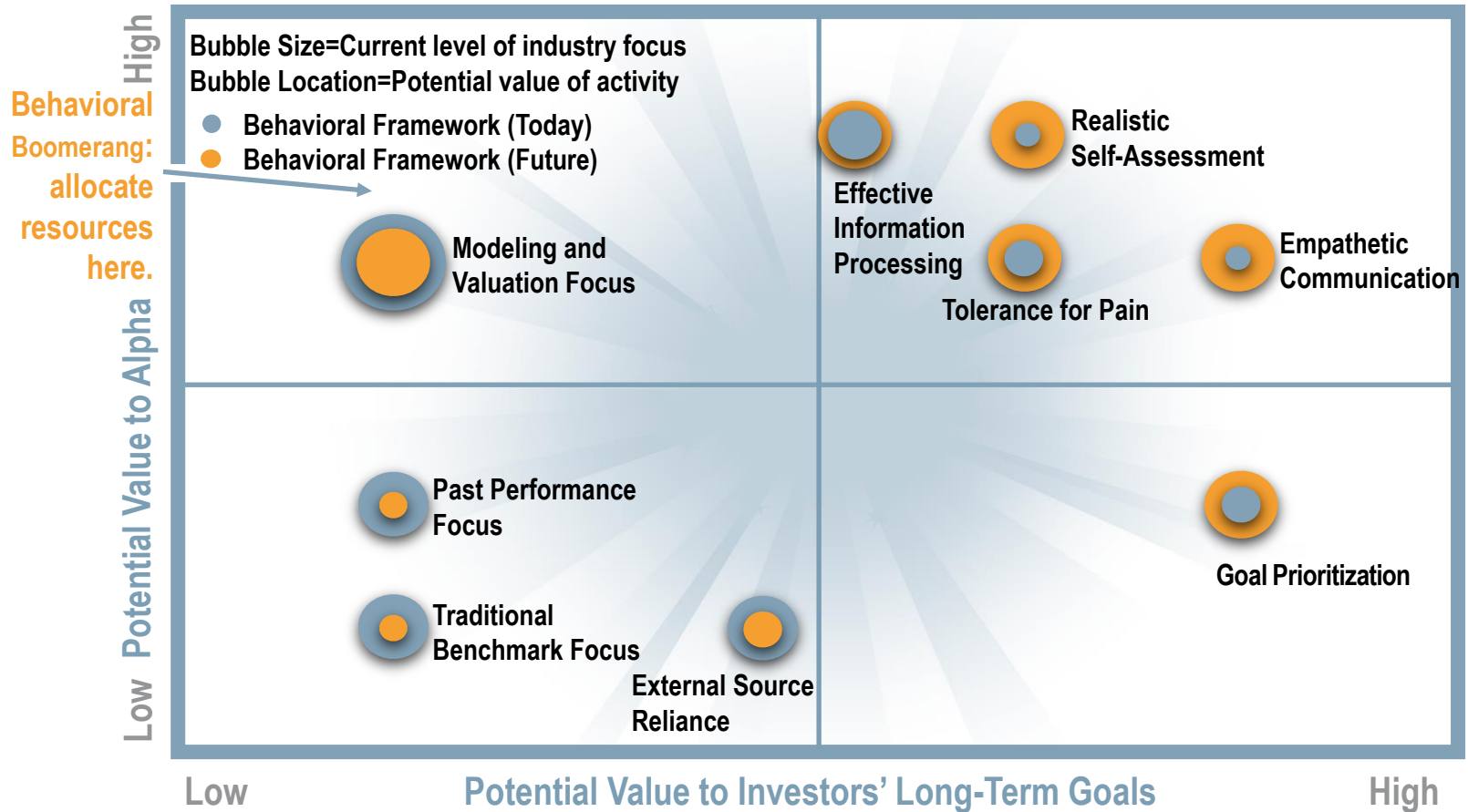
Current Allocation of Time, Money and Energy

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Future Allocation of Time, Money and Energy

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Questions?

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