

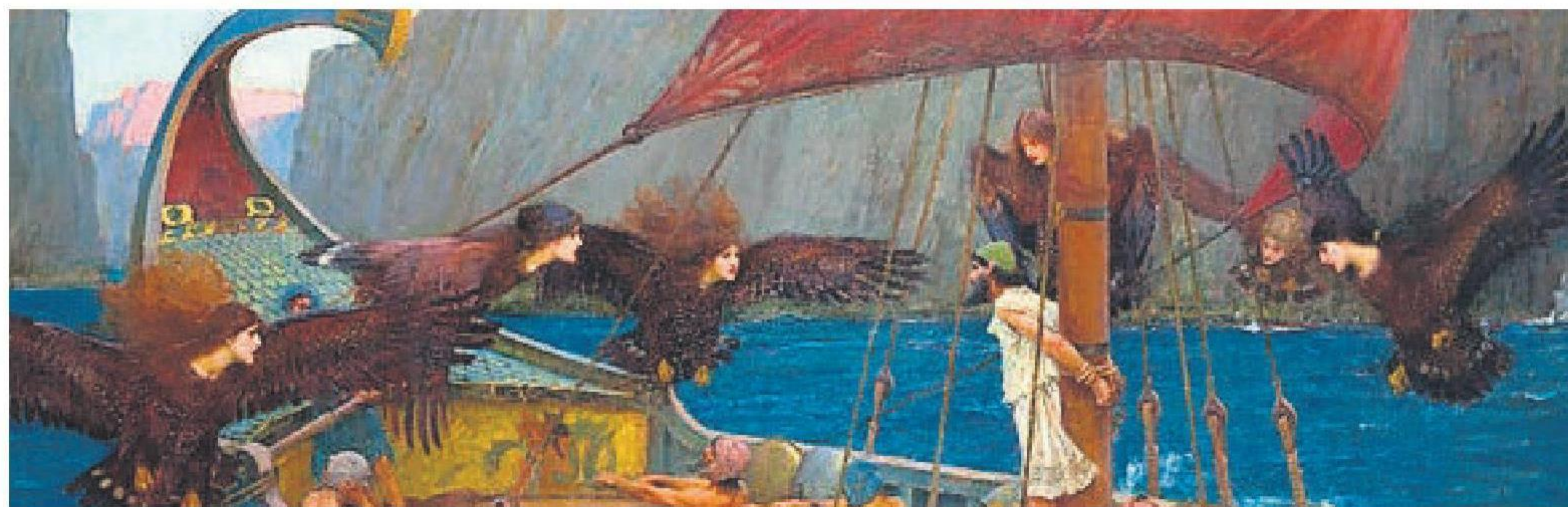
Advertorial

Stormy times can lead to the wrong decisions

Sonia du Plessis

I was at an investment conference last year, and a presenter at this conference, referred to a painting, which left a big impression on me. It was a picture of a painting of Odysseus and the Sirens. The presenter, reminded the delegates (all investment professionals) of the following story, which is still very relevant in today's times.

Odysseus, a legendary hero in Greek Mythology, was on his way home. Odysseus, is seen here tied to his ships mast. For his journey home he was given some pointers by the goddess of Magic, called Circe. Circe wanted to assist Odysseus and his men, to get home safely. She explained where to go and told him about the mythical creatures he should avoid on this trip – these mythical



Odysseus and the Sirens (1891) painting: John William Waterhouse.

creatures are the Sirens. The Sirens are mythical half bird, half woman figures. The Sirens sang irresistible songs that would lure men to their doom/death. Odysseus, as instructed by Circe, plugs the sailors' ears with beeswax.

With his men's ears plugged and

covered, they can focus on getting home safely.

We are indeed in stormy times and if you are following a well thought-through financial plan now is not the time to change your strategy. There is a lot of noise in the market and one has to be

very careful not to act and follow this "noise". Noise in the market can be much like the sounds of the Sirens tempting us into making the wrong investment decisions.

Therefore, if your long term goals haven't changed and you are following a diversified investment approach with a proper financial plan in place, you should not listen to the Sirens.

The story continues and by following the Circe's advice, Odysseus avoided catastrophe and reached his destination safely.

If all of this sounds too overwhelming or you feel bewildered, rope in the help of a financial advisor, who will be happy to assist. Sonia can be contacted on: sonia@brenthurstwealth.co.za

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