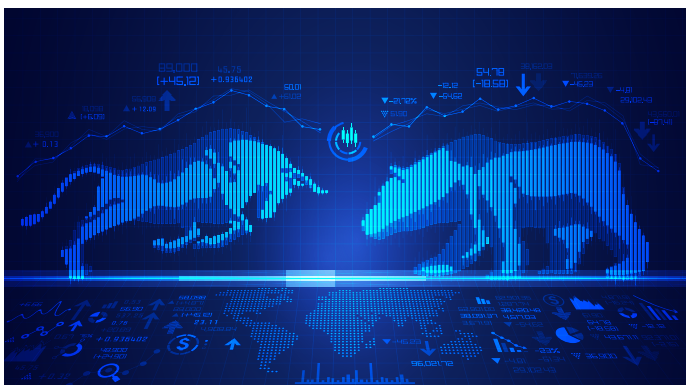


Enjoy this month's instalment of our newsletter. As always, it is packed with links that you may find interesting.



### The Stock Markets

The only benchmark we focus on is our clients not running out of money and also achieving all of their financial and life goals.

#### The Unimportant Numbers

##### 1 Month ending 31 December 2021

UK - FTSE All Share Index:	+4.7%
USA - S&P 500 Index:	+4.5%
Global - MSCI World Index:	+4.0%
South Africa - JSE All Share Index:	+4.8%

#### The Important Numbers

##### 30 Years

Investing in the Great Companies of the World have produced life-changing returns for the disciplined and patient investor over the last 30 years, the average length of a two-person retirement.

UK - FTSE All Share Index:	+8.0% per annum
USA - S&P 500 Index:	+10.2% per annum
Global - MSCI World Index:	+8.1% per annum
South Africa - JSE All Share Index:	+14.4% per annum

Monthly figures are a distraction to your long term goals, we'll help you avoid the noise.

### The Real Enemy

The number one enemy of the long-term investor is the financial dragon called inflation (the silent but steady increase of prices over time).

Over the last 30 years (about the length of an average two-person retirement), inflation in the UK has resulted in an item costing £1 in 1992 now costing £1.86 in 2022. Your purchasing power has almost halved!

But £1 invested in the UK share market is worth £3.54 today, and that's ignoring 30 years of dividends! And this during a three-decade period that included the dot-com bubble, the great financial crisis, and the Covid-19 pandemic.

And what did you have to do to earn this? Two (behavioural) things:

1. Invest and stare out of the window (much harder than it sounds).
2. Be willing to see your investment value decrease by about -15% on average every year without being panicked into selling. Think of the yearly declines as hurricanes, unpleasant but they pass.

Guiding you through these periods of volatility is why we exist.

#### The Real Enemy

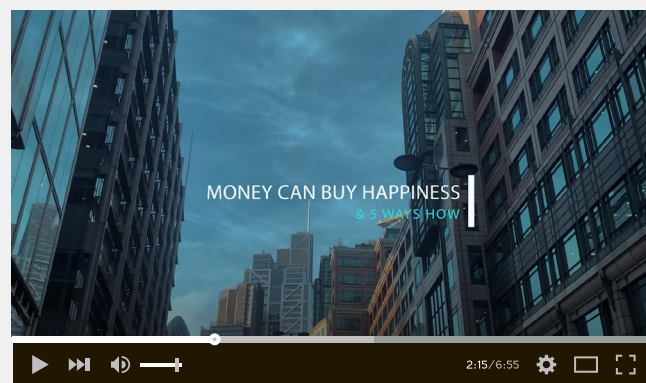
Equities: Inflation Risk (1992 - 2022)



### Must Watch

Money CAN buy happiness - 5 WAYS HOW

[View](#)





The start of a New Year, one fresh with possibilities, seems like the perfect time to turn over a new leaf. We know that there are things we should start doing, things we could do better, and things we probably need to stop.

However, from experience, we know that our resolutions are likely to be forgotten by the start of February (or sooner). Before we know it, the usual concerns and pressures of daily life return, and our carefully created list gets put aside.

New insight often comes from asking new and better questions. So, if starting another year with a list of habits you'd like to develop isn't inspiring you, we suggest that you ask yourself this question: Who do you want to be a hero to?

### Being Useful

We've all had personal heroes or people who've had a significant impact on our lives. These are people who have shaped and guided us to become the people we are today. Some are still present today, adding tremendous value to our lives in various ways. These are people whom we would do anything for.

Asking yourself whose lives you would like to have a similar impact on cuts away a lot of distraction and noise. You immediately know what to focus on and how you can contribute uniquely to the progress being made in that person's life. It gives you a true north.

Rather than a list of habits that may impress others before you eventually stop doing them, can you narrow down and define your purpose in life by identifying the people you genuinely care about and how you can create value for them?

Every time you act in this way, being useful to others, who you are becomes clearer to you. In the process, your own capabilities grow, allowing you to become even more valuable to the people that matter.

### You Can Be A Hero In All Areas Of Life

Being a hero is a way of looking at your relationships in everyday situations. It's about being fascinated and motivated to help someone else get to where they're trying to go.

This framework can be helpful in all areas of our lives, helping us to become better people at home, at work, and in our societies.

You may want to be a hero to a spouse, child, other family members, or close friends. Turning your focus to how you can be useful to them forces you to consider what they need rather than what you want. With this mindset, it's almost impossible to live selfishly.

At work, it will set the foundations for being a better colleague or manager and help you to serve your clients better. Thinking about how you can be a hero to your clients or customers helps to focus your intentions. In society, you may identify marginalised people or causes you can be a hero to in a small or big way.

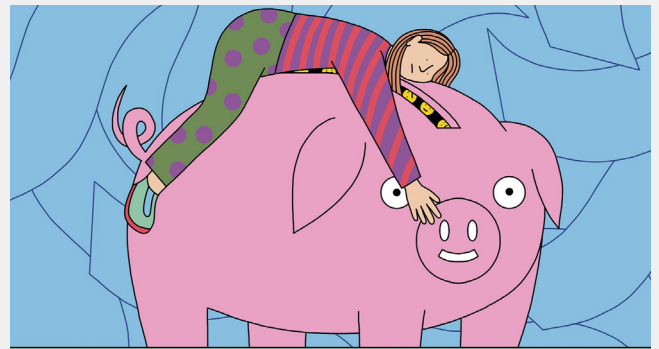
In summary, by changing your thinking, you can see your life not as a list of things you should be doing but as a list of people you strive to be more and more useful to.

### Serving Others

We hope that as you start the year with clarity about how you can become more and more valuable to those you care about, you become free from the self-centeredness that seems to trap so many others in today's world.

**We want you to know that we want to be a hero to you and that we are always available for any needs you may have. We look forward to continuing our meaningful engagement with you in the coming year and hope that 2022 will be a prosperous one for you and your families.**

### Read



#### **How to Worry Less About Money [5 minutes].**

Our anxiety reflects deeper concerns that money can't solve.

[Read the full article](#)

#### **The Secret To Better Habits in 2022 [10 minutes].**

The only way to excellence is through repeated action.

[Read the full article](#)

#### **What We Control, and What We Don't [3 minutes].**

Which one are you focusing on?

[Read the full article](#)

### Read



#### **The Many Worlds of Enough** [17 minutes].

Enough is elusive because when you reach it, you're no longer the person that once desired it.

[Read the full article](#)

#### **Always Ask for What You Want** [4 minutes].

The right kind of risks are asymmetrical.

[Read the full article](#)

#### **Are You Outcome-Focused?** [9 minutes].

Focus on the process, not the outcome.

[Read the full article](#)

**I Have A Few Questions** [2 minutes]. Good questions for anyone to ask at the start of a new year.

[Read the full article](#)

### **John Deere unveils automated tractor at CES show**

Farm equipment maker John Deere has unveiled its first automated tractor that can till a field without a driver. The heavy-duty machine can be activated by smartphone, using cameras and sensors to navigate farmland.

Instead of being a new machine, the automated functions are a kit that can be added to some existing tractors. But John Deere said it has not decided if it will sell the kit directly - and is considering a lease or subscription model.

[Read the full article](#)

### **13 Animals That Made a Comeback in 2021**

We thought tentacled butterfly rays had been goners since the 1980s, until they suddenly started showing up in Iranian fishermen's nets. Sea lions, pushed out of New Zealand over hundreds of years by hunters, have now returned, gate-crashing soccer games and community pools. While these two particular comebacks are more mystery than method, several of the animals in the list below have been saved from extinction this year through deliberate intervention and effort. There is an obvious blueprint across countries and species: curtailments of hunting, the establishment of refuges and reserves, and creative solutions for when animal and human priorities don't align. These success stories show that we are capable of reversing the harms our activity has caused the animal kingdom, with the right focus and energy.

[Read the full article](#)



### **Ignore the Media**

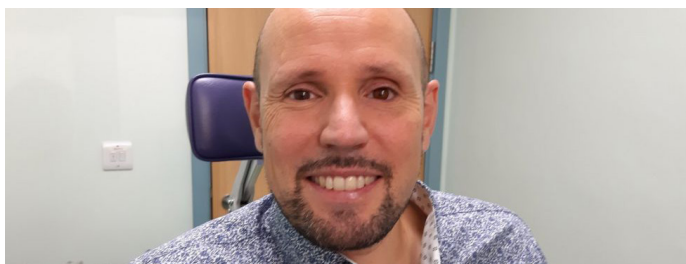
The media is not a friend of the disciplined and patient investor. Ignoring the key determinants of lifetime investor returns, the media prefer to focus on short-term returns, market predictions, and negative news. We present the following as an antidote to the onslaught of negative news:

### **Hackney man first to receive 3D-printed prosthetic eye**

Steve Verze, from Hackney, east London, will receive the eye on Thursday at Moorfields Eye Hospital in London. It is hoped the eye will be more realistic than a traditional acrylic prosthetic eye.

It will also cut the time it takes for patients to be fitted with their prosthetics in half, from six weeks to three. "I've needed a prosthetic since I was 20, and I've always felt self-conscious about it," said Mr Verze, who is in his 40s.

[Read the full article](#)



### **Great Listens**

**Money is a story**  
[24 minutes].

What story do you tell yourself?

[Listen](#)



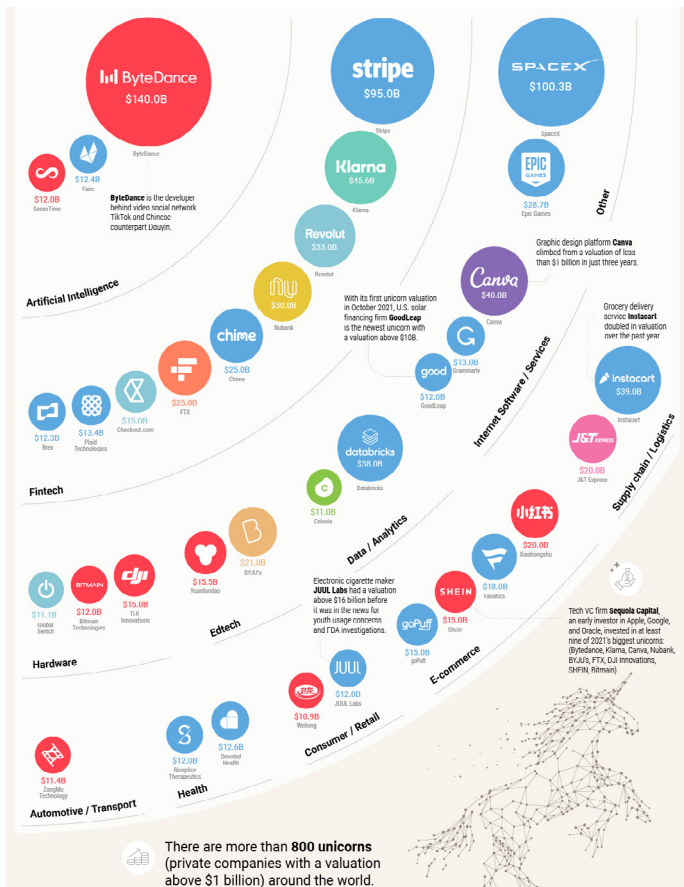
### A Picture is Worth a 1000 Words

#### The World's Biggest Startups: Top Unicorns of 2021

Many entrepreneurs start businesses around the world, but only the most successful new companies become “unicorns”—the biggest startups with a valuation above \$1 billion.

Some unicorns are little-known companies making quiet but impactful strides in software, healthcare, automotive, and other fields. Others have already become well-known industry leaders, like aerospace manufacturer SpaceX and game developer and publisher Epic Games. In total, there are more than 800 unicorn startups globally. That said, this visualization specifically hones in on the world's decacorns (unicorns with valuations above \$10 billion) as of December 2021 according to CB Insights.

[Read the full article](#)

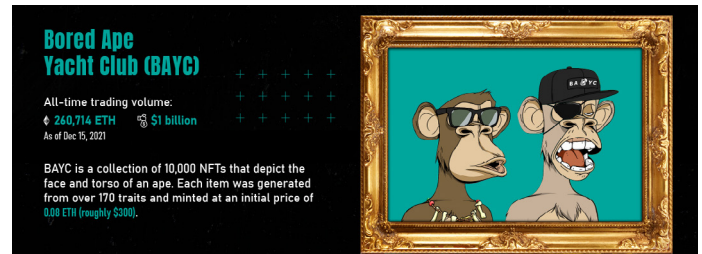


#### A Visual Guide to Profile Picture NFTs

How do you represent yourself on social media? For most people it's a selfie, a photo with their friends, or a picture of their pet—but what about a digitally-created character? Profile picture NFTs are pieces of digital artwork that people use to express themselves online. Each item is a depiction of a character's face, and has a unique mix of attributes that gives it a sense of collectability.

Like other ETH NFTs, they're secured on a blockchain and can be bought and sold for cryptocurrency. And while there's nothing to stop you from screenshotting an NFT and using it for your own profile, the market for these items continues to grow.

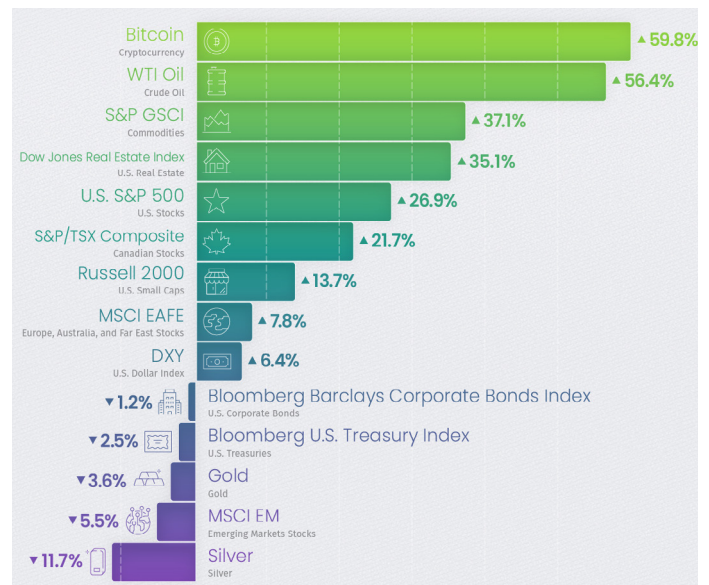
[Read the full article](#)



#### How Every Market Performed in 2021

After the roller coaster of volatility in 2020, the majority of asset classes in 2021 saw positive returns as the world reopened for business. The Federal Reserve's accommodative monetary policy, supply chain struggles, and high demand for fuels and raw materials for the clean energy transition largely shaped the markets. Alongside the rise in inflation, commodities and cryptocurrency outperformed as broad equity indices saw double-digit returns, with the S&P 500 rising by 26.9% in 2021.

[Read the full article](#)



**We hope that you enjoyed this month's newsletter. Please let us know what you enjoyed or write back with any of your own news. Please forward to a friend, relative, or colleague. As always, we're here for you. See you next month.**