

# Continuing Professional Development Certificate

Why the way we think about money is all wrong

**Date:** Thursday 19 April 2018

**Time:** 1.15pm - 2.00pm

**Speaker:** Sharon Sutton, FPFs, President, Personal Finance Society

In this IIL lecture Sharon talked about the last taboo: money and our relationship with it. Our relationship with money is at the base of every positive human activity, and yet we are only scraping the surface of this garden of knowledge. Her lecture explored our history with money, from its beginnings up to current day crypto currency, and looked at how we make decisions. She explained that human beings are irrational and how economists, policymakers, regulators and even ourselves can and do make flawed decisions. She demonstrated how today's modern universities lack a crucial building block in social studies and explained what we can do about it. Ultimately, she believed financial planning was the most important, most authentic profession of the 21st Century.

By the end of this lecture members would have gained an insight into:

- our relationships with money
- the fearsome forces that money generates
- the work and output of Personal Finance Society's Financial Planning practitioner panel, and so where to learn more



This lecture or podcast can be included as part of your CPD requirement should you consider it relevant to your professional development needs. It is recommended that you keep any evidence of the CPD activity you have completed and upload copies to the recording tool as the CII may ask to see this if your record is selected for review.