



Psychology of Risk

How to enhance the quality of your decisions



In finance, risk is an everyday aspect. Retaining risk overview and control, assessment, mitigating and reporting is at the core of the financial responsibilities. An array of (legal) requirements, standards, and lines of defense are at one's disposal. However, the psychological component in these processes is often underexposed and plays a more crucial role than most people are aware of.

Psychology affects the quality of our decision-making, in its various stages, and in a number of ways. The **Psychology**

of Risk program enables you to better understand the psychological elements at play which systematically influence our financial decisions. And building upon these insights, we work on how to deal with these (subconscious) influences in ourselves and others.

This practical program raises your awareness, sharpens your thinking and hands you scientific models to understand our own behavior and manage risks (more) effectively.

How you will benefit

- ✓ Enhance your understanding of the underlying psychological principles that systematically impact our financial decisions;
- ✓ Learn how you can and should optimally measure investors' risk preferences
- ✓ Integrate the latest in behavioral insights with quantitative risk management techniques
- ✓ Intensify your grasp on how new technologies change our decisions and the consequences for business models
- ✓ Strengthen the quality of your own financial decisions, and of those you work with

Who should attend

This program is essential for seasoned finance professionals bearing (advisory) responsibilities in the financial decision-making processes. After attending the program, you are able to understand how psychology affects your risk decisions and you have insight into possible solutions, contributing to making better decisions.

This program is eligible for 12 CE credit hours as granted by CFA Society VBA Netherlands

Faculty



Stefan Zeisberger is Professor at Radboud University (Netherlands) and at the University of Zurich (Switzerland). Previously he held positions at, among others, the California Institute of Technology and Stony Brook University in New York where he founded and directed the Center for Behavioral Finance.

Stefan's research focuses on investor psychology, in particular risk preferences and perception. His work has been published in world-leading academic journals such as the Review of Financial Studies, Management Science or Review of Finance. Besides his academic career Stefan works as a consultant for banks and insurance companies, and he teaches executive courses at various institutions.

🕒 2 days

💰 € 2,500

📅 [Check AIF.nl for dates](#)

Program length

Day 1: 9:00-17:30

Day 2: 9:00-17:30

Program Content

Day 1

- Psychological concepts relevant for business decisions involving risk
- Relevant and important mistakes in investment decision-making
- Risk perception, how it is biased, and the drivers behind it

Day 2

- Elicitation of investor risk preferences and financial advice
- Psychology in modern digital investment environments (social trading, gamification, smartphone trading)
- The evolution of business models, products and services in the financial industry

The program is composed of a combination of lectures + case work and exercises to practice.

Enrolling & Practical Information

Enrollment requirements

AIF considers each enrollment application carefully to ensure the quality and level of the program is maintained and that participation of candidates is beneficial to both themselves and their organizations. The general prerequisite for all AIF programs is the possession of an academic or equivalent degree, as well as proficiency in English and practical experience.

Program location

The programs are held in the center of Amsterdam, within an easy walk from Amsterdam Central Station, and within 30 minutes from Schiphol international airport.

Program fees

Program fees include tuition, all comprehensive program materials, books, and any software that is required for the program, as well as luncheons and daily refreshments. Accommodation is not included.

Accommodation

AIF has special corporate rates available for participants at a number of hotels in central Amsterdam.

Certificates

An AIF certificate of attendance is awarded to all participants who successfully complete the program.

In-company programs

For information on how AIF can add value to your organization via a tailored in-company program, please contact AIF directly at: +31 20 520 0160.

Ready to learn more? Find your program and reserve your place at [AIF.nl](https://www.aif.nl)

About Amsterdam Institute of Finance

AIF is a global financial innovation and education institute headquartered in Amsterdam. Through our open enrollment programs in Amsterdam and our in-company programs throughout the world, we connect ambitious professionals with the best minds in finance and other related topics. Taking part in one of our programs is a direct investment in your personal future and the success of your organization.

This is what makes the AIF experience unique:

- We believe in responsible, sustainable and inclusive finance
- Our clients, rather than profits, come first
- AIF is an independent organization which allows us to cherry-pick our faculty from the world's leading business schools, such as INSEAD, Oxford, Cambridge Judge and others
- AIF delivers top quality programs. Our alumni give our faculty an average rating of 4.6 out of 5.0
- Enrollment in one of our programs means you become part of the AIF network, connecting you to professionals from more than 1,200 organizations in over 110 countries

