



EMPOWERING PROFESSIONAL INVESTORS

BUZZWORDS VS INNOVATIVE SPECIALISATION

Professional investors share their pain points across asset classes, strategies and geographies: how to meet their investment and career objectives as lasting and effortless as possible.

Digitisation-driven margin pressure, oligopolistic tendencies in the asset management industry and regulatory requirements that strengthen the trend towards standardised services are pushing asset managers and asset owners in a direction they have long avoided: developing a comparative advantage through innovative specialisation.

“We know less than we are willing to believe while applying less than we know.”

Markus Schuller

Nowadays, board rooms, media publications and consulting pitches are full of buzzwords like change management, agile organisations, self-optimisation, and mindfulness. However, despite all the buzzwords, the industry is full of ineffective passive learning offerings. They ignore that directed behavioural change requires real effort, which can be difficult and painful at times. Empirically we know, the more tailored an active learning environment is for an individual, the better the directed change

can be facilitated.

This is the environment we create. Others might train or consult. We empower.

APPLIED BEHAVIOURAL FINANCE SPECIALIST

Panthera Solutions Sarl is an Applied Behavioural Finance specialist, based in the Principality of Monaco.

Our Intuitive Behavioural Design Solutions® empower asset managers and asset owners to significantly, lastingly and measurably improve the quality of their investment decision-making. Panthera inclusively facilitates directed change through customised training, coaching, consulting, and Behaviour-Tech solutions. Our intervention framework, assignments (which covers assets worth over €100 billion) and academic publications have proven us to be innovation leaders in Europe.

MISSION

Panthera Solutions is more than a company. It is a think tank. A laboratory. A solutions provider. An agent to facilitate directed change.

We embody the idea that financial market complexities can be mastered most effectively with empowered market participants supported by aligned teams and a robust choice architecture. This transforms professional investment

management into a crafted, skilful art.

INTERVENTION FRAMEWORK

How to intervene in the choice architecture of a professional investment process that enables empowerment towards most evidence-based decision-making? The framework needs to be concrete enough to derive from interventions on an individual level, empowering the decision-maker to make the most of the enabling choice architecture.

Our approach to satisfy these assumptions is represented by the Panthera Intervention Framework. It addresses the need to overcome the described resistance to change by constructively closing the knowing-doing gap.

In empowering professional investors towards most evidence-based investment decisions, our framework concentrates on an intervention design based on three layers:

- A choice architecture that incentivises meaning creation, reduces friction and provides a tailored active learning environment for decision makers (nudges, simple rules, etc.).
- A team configuration that facilitates critical appraisal through cognitive diversity and procedural design
- Directed behavioural change towards empowerment via

- establishing focus through intuition-driven heuristics (i.e. internal and external distractor management via search, stop, decide routines) and debiasing techniques.

- applying the established focus to select plausible tools, methods and/or sources in building the case for most evidence-based investment decision.

ACADEMIC RESEARCH

Our sound proprietary research is the starting point for Panthera's commercial offerings. As a team of internationally renowned specialists in different asset management fields, the catalogue of our academic publications cements our position as innovation leaders in applied behavioural finance. Being research-driven is easy to claim. In our case, it is embedded in the Panthera DNA to generate and translate academic insights into applicable solutions for investment professionals. Our team composition was shaped for that. Our Panthera intervention framework was based on that. So are its elements, like the Panthera Tree. This bridge-building is now further strengthened with the launch of our Panthera Academy. We are excited to working with our clients on new Academy offerings like the Panthera Masterclass.

CAPACITY BUILDING

UNIVERSITY TEACHING

The Panthera team teaches at renowned

universities like HEC, London Business School, IUM, IE Business School or EDHEC Business School. Our students gain exposure to our latest academic research and use new methodologies on how to translate scientific insights into applicable solutions for investment professionals. A win-win situation.

EXECUTIVE EDUCATION

Our expertise in applied behavioural finance is a tool for us to intervene more precisely and more meaningfully in the long term for our clients. We love to see progress happening when working with professional investors. In our seminars, workshops and simulations, we apply a multidisciplinary, constructivist form of learning, where participants develop their adaptive and technical skills in a holistic instead of a subject-based approach.

COMMERCIAL CONVERSION

The combined insights from academic research and educative field experience have proven to be a rich source of applicable solutions for commercial use. The Panthera Tree, our first Behaviour-Tech solution, was the result of this interplay.

THE PANTHERA TREE

The Panthera Tree is a state-of-the-art behaviour-tech solution that facilitates most evidence-based investment decisions for asset managers and owners

to strengthen their competitive edge.

As a habit-forming technology, it is incorporating learning, management and compliance aspects. Investment decisions are reasoned and monitored all in one place.

Maximising the use of adaptive and technical skills, while minimising luck in an investment decision process generates a competitive edge.

MASTERCLASS INNOVATION

In recent years, we have developed a unique concept of how to effectively develop participants' skills in an educative setting: the Panthera Masterclass.

Our Panthera Masterclass solves the significant managerial problem of how to seamlessly implement tailored lessons learned from educative offerings. We not only train participants but initiate directed behavioural change through deliberate practice during a 4-6 day bootcamp, either in Monaco or at the client's office. The participants define their individual learning paths to meet their learning objectives, and work on their own case, while being guided through coaching and apprenticeship elements over three months after the Panthera Masterclass to ensure the most seamless adaptive and technical skill developments.

