

# THE UNCERTAINTY SOLUTION

## A BETTER APPROACH TO INVESTING

This is not a typical investment book. It is an experiential guide on cultivating the mindset and behavior necessary to weather inherently uncertain and unpredictable markets. It doesn't just tell you how to invest, but how to think better about investing. Referencing studies on psychology, decision-making, and investment behavior, Jennings provides a no-nonsense analysis of the financial markets and a roadmap to navigating its inevitable twists and turns.

Jennings uses mental models to create a latticework of wisdom that will help you evaluate investment decisions and investment advice and provides insight into broader aspects of our complex and uncertain world. To name a few: ignore expert predictions, be wary of stories, and try to invest like a dead person.

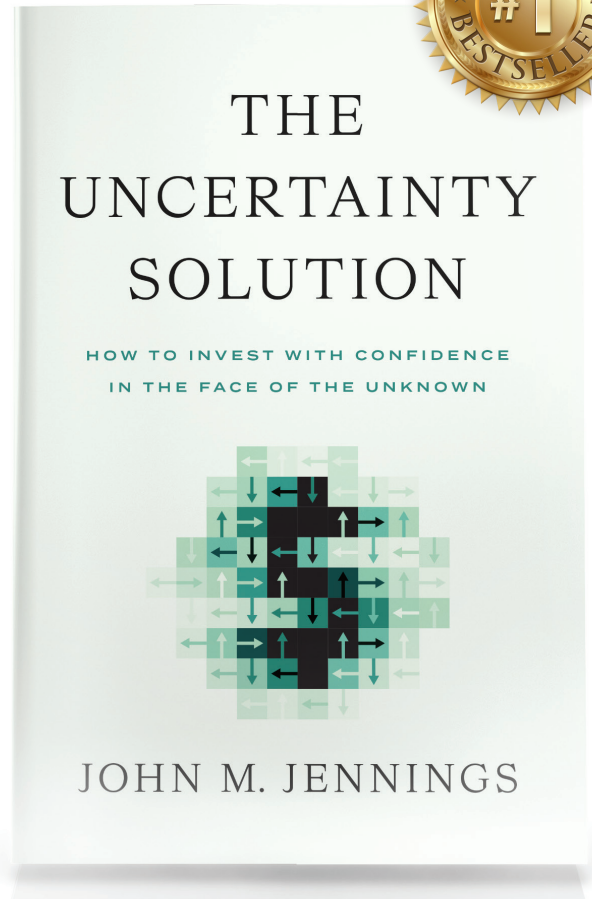
An engaging dive into investing philosophy and best practices, *The Uncertainty Solution* is an authoritative, accessible guide for both lay investors and professionals inundated with financial news and data. Read this book to improve your thinking about investing, practice better investment behavior, and ultimately, have more money.

*“A must-have addition to anyone interested in developing habits that will make them a more successful life-long investor.”*

— CHARLES R. (“CHUCK”) SCHWAB, CO-CHAIRMAN AND FOUNDER,  
THE CHARLES SCHWAB CORPORATION

*“Clear, logical, and well-researched. The Uncertainty Solution makes the complex understandable and somehow does so while having fun along the way.”*

— KIM WALKER, RETIRED CHIEF INVESTMENT OFFICER OF THE  
WASHINGTON UNIVERSITY INVESTMENT MANAGEMENT COMPANY



JOHN M. JENNINGS

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in the Face of the Unknown*

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## JOHN M JENNINGS

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# JOHN M JENNINGS

## THINK BETTER • LIVE BETTER

JOHN M. JENNINGS is president and chief strategist of St. Louis Trust & Family Office, a \$15 billion wealth management firm. As an author and speaker, he is a leading voice in the space of wealth management and leadership. His book, *The Uncertainty Solution*, is an engaging dive into investing philosophy and best practices as well as an authoritative, accessible guide for anyone who feels inundated with financial news and data. “A must-have addition to anyone’s reading list,” says Charles R. Schwab. Jennings is also the author of the highly acclaimed IFOD blog, is an adjunct professor at Washington University’s Olin Business School, and frequently writes on wealth management topics for Forbes. He has finance and law degrees from the University of Missouri and a professional certificate in Decision Making and Behavioral Finance from Harvard. Learn more at [JohnMJennings.com](http://JohnMJennings.com).



*“If you want to learn how investing really works and cut through all the hype, start with this brilliant book.”*

— PATRICK GEDDES, COFOUNDER OF APERIO GROUP AND  
AUTHOR OF *TRANSPARENT INVESTING*

*“The Uncertainty Solution identifies the worst of our bad behaviors and helps us navigate the randomness of the stock market. Any investor would benefit from John M. Jennings’ insights and advice.”*

— CRAIG LAZZARA, MANAGING DIRECTOR OF S&P DOW JONES INDICES

“As humans, we’ve evolved to make decisions emotionally and subconsciously, yet we think we make rational decisions. I am passionate about helping people realize this and finding a way to have better behavior and make better decisions.”

—JOHN M JENNINGS

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