

# 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.

## SPEAKER TOPICS

- Investing with Confidence in the Face of Uncertainty
- The Trend is Not Your Friend: How to Think About the Nature of Change and Trends
- Simple But Not Easy: How to Beat the Stock Market

“Jennings is a premier thought leader in the wealth management industry.”

— JAMES S. TURLEY, RETIRED CHAIR AND CEO OF ERNST & YOUNG



“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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# THE UNCERTAINTY SOLUTION

## HOW TO INVEST WITH CONFIDENCE IN THE FACE OF THE UNKNOWN

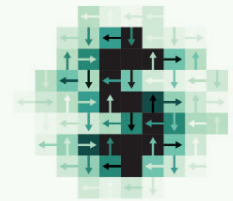
This is not a typical investment book. It is an experiential guide on cultivating the mindset and behavior necessary to weather inherently uncertain and unpredictable markets. It doesn't just tell readers how to invest, but how to think better about investing. Referencing studies on psychology, decision-making, 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 readers 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.



### THE UNCERTAINTY SOLUTION

HOW TO INVEST WITH CONFIDENCE  
IN THE FACE OF THE UNKNOWN



JOHN M. JENNINGS

**“*The Uncertainty Solution* is a must-have addition to anyone’s reading list.”**

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



## AWARD-WINNING SPEAKER, JD & HIGHLY EXPERIENCED IN THE WEALTH MANAGEMENT INDUSTRY

John Jennings understands the extent to which uncertainty plagues us and how it impacts our behavior in all aspects but especially when it comes to investing. As a speaker, John relates to many different audiences—investors, financial advisors, and more—and offers them reassurances and ways to navigate an ever uncertain environment. John brings a unique combination of personal experience, technical expertise, corporate leadership, and his trademark charisma to his public speaking engagements. In addition to the contents of *The Uncertainty Solution*, John can tailor his talks to your organization’s specific needs.

## SPEAKING ENGAGEMENTS

- Schwab IMPACT Conference
- Institute for Private Investors, Year-End Forum (Keynote)
- Private Wealth Management Summit sponsored by marcusevans Group (Keynote)
- Young President's Organization (YPO) Family Office Forum
- Young President's Organization (YPO) Investment Management Conference
- Institute for Private Investors Conference, Washington, D.C
- Nantucket Yacht Club
- TIGER 21 Members Event

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