

# 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: How to Invest with Confidence in the Face of the Unknown*, 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.



## WHAT THEY'RE SAYING



*“I love this book because you talk about uncertainty in a way that I think is really important for people to understand.”*

THE MOTLEY FOOL



*“I basically read investment books for a living, and yours is one of the best I’ve ever read.”*

WE STUDY BILLIONAIRES



*“John has a true skill for communicating the simple yet powerful essence of investing. He shares fundamental principles that apply to \$100M+ families just as much as to the new graduate making her first 401(k) contribution...and everyone in between.”*

TRUSTED PARTNER PODCAST



*“I cannot recommend this book enough. It’s going to really change the way you think about investing.”*

AUTHORITY BUILDER PODCAST

## EXAMPLE DISCUSSION TOPICS

- Why the improbable happens all the time
- The business advantage that “fast followers” have over pioneers
- Why humans are hard-wired to dislike uncertainty
- How humans tend to react when faced with uncertainty
- Mental models we can use to invest more intelligently and make better decisions
- Where investing falls on the Skill vs Luck continuum
- Why the economy is not correlated with the stock market
- How behavior biases like loss aversion and overconfidence affect our investment decisions
- How storytelling can trick us into making poor investment decisions.
- Why we are wired to quickly come to conclusions and tend to confuse correlation with causation.

## MEDIA COVERAGE

### PODCASTS

- The Motley Fool
- We Study Billionaires
- Trusted Partner Podcast
- Authority Builder Podcast
- The Financial Quarterback
- Money Life with Chuck Jaffe
- Get Down to Business
- Talking Billions
- Financial Survival Network
- Office Hours with David Meltzer
- The Daily Helping Podcast
- Sterling's Business Success & Coffee Podcast
- Chris Voss Show
- The Money Tree Investing Podcast
- The Capital Club
- Measure Success Podcast
- Voice Like a Lion with Steve Pemberton
- Positive Philter
- Financially Well Off
- Mastering Your Money with Ed Fullbright
- Value Creators with Hunter Hastings
- Your Partner in Success Radio
- Dr. D's Social Network
- Legacy Leaders
- The Zandbergen Report
- Journey with Christian D. Evans

### RADIO

- WGVU Public Media (NPR affiliate)
- Neil Haley Show (nationally syndicated)
- Cail & Company
- The Frankie Boyer Show
- The Bill Brady Show
- School for Startups Radio
- WPHM 1300 AM
- KAHI AM 950
- Irie Ocean FM 98.1 Radio
- Power 88 KCEP 88.1 FM
- The K Zone WPKZ 105.3 FM
- SuperTalk WFHG FM 92.9

### PRINT

- Yahoo! Finance
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- Business News
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- Cause My Daddy Said