

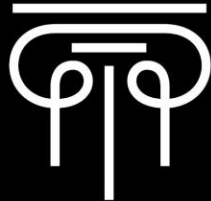
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03 May 2023

# I believe our brains can beat uncertainty.

Adam Ferrier

Founder & Consumer Psychologist, Thinkerbell  
(Melbourne)



Portfolio  
Construction  
**Forum**

# DEALING WITH UNCERTAINTY



→ Please clap for me now.





# → The weird rich guy



Money and people



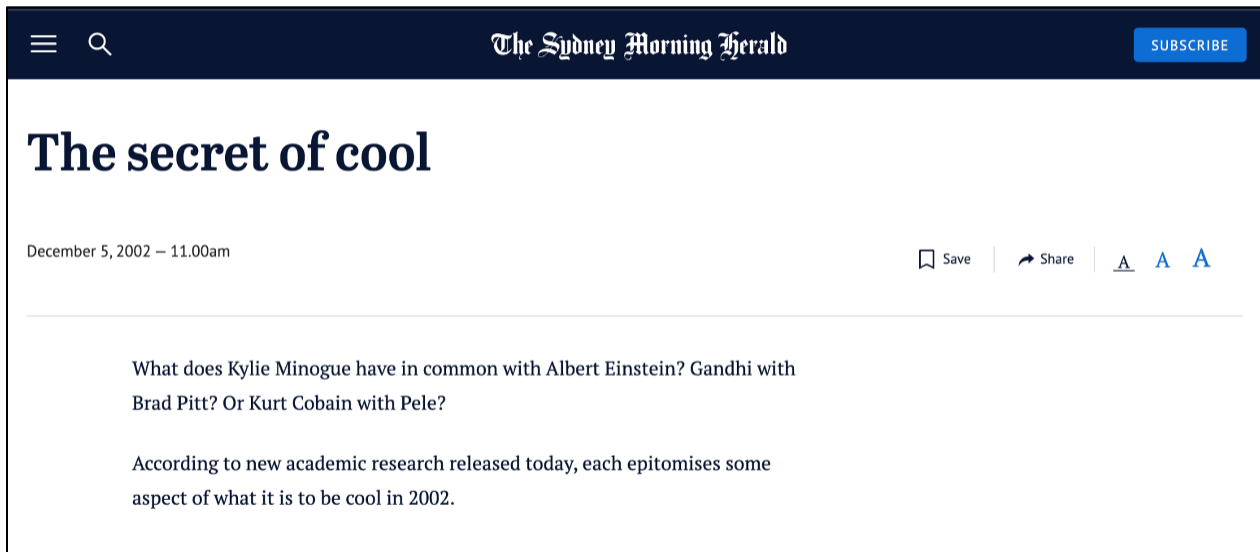
# → Consumer psychology



Money and people



# → Identifying the underlying constructs of cool people



The screenshot shows the top of a web browser displaying the Sydney Morning Herald website. The header is dark blue with a menu icon, a search icon, the newspaper's name, and a 'SUBSCRIBE' button. The article title 'The secret of cool' is in a large, dark serif font. Below the title is the date 'December 5, 2002 – 11.00am' and three icons for 'Save', 'Share', and 'Print'. The main text area has a light gray background and contains two paragraphs of text.

The Sydney Morning Herald

SUBSCRIBE

## The secret of cool

December 5, 2002 – 11.00am

Save Share Print

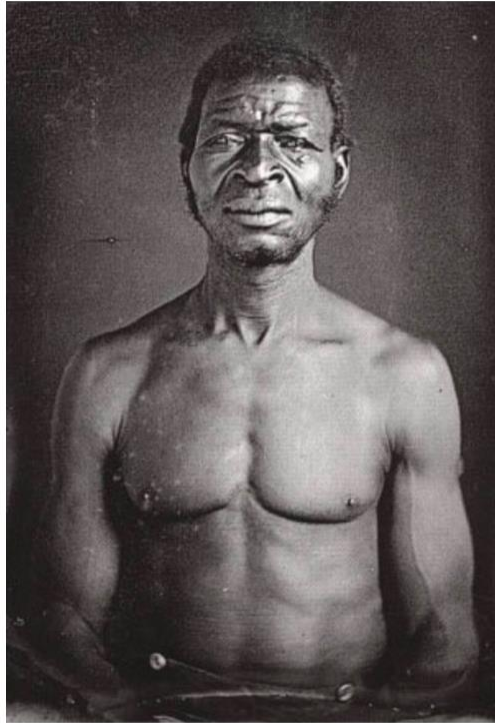
What does Kylie Minogue have in common with Albert Einstein? Gandhi with Brad Pitt? Or Kurt Cobain with Pele?

According to new academic research released today, each epitomises some aspect of what it is to be cool in 2002.

Money and people



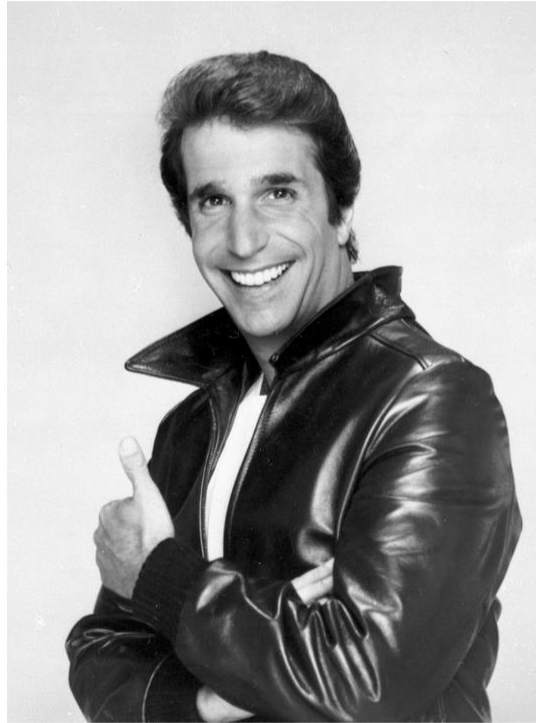
# → Some things you don't know about cool



Money and people



# → Some things you don't know about cool



Money and people



→ **Write down the 3 coolest and 3 uncoolest people you know**

**3 Cool People**

**3 Uncool People**

**What makes these people different?**



# → 5 Factors of cool

**3 Cool People**

1. Self- Belief and Confidence
2. Defying Convention
3. Understated Achievement
4. Caring for Others
5. Connectivity

**3 Uncool People**

**What makes these people different?**



# → 5 Factors of cool

3 Cool People

1. Self- Belief and Confidence
2. Defying Convention

## 3. Understated Achievement

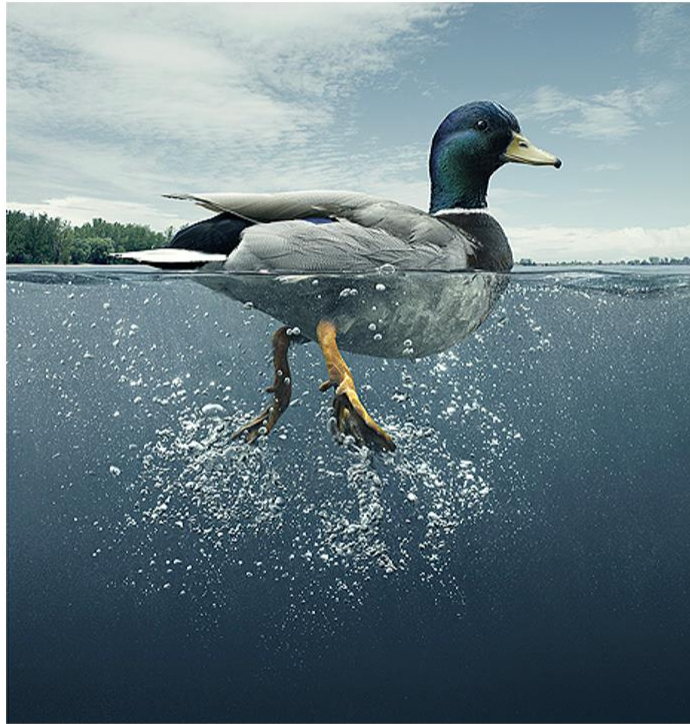
4. Caring for Others
5. Connectivity

3 Uncool People

What makes these people different?



# → Swim Like A Duck



What makes these people different?



→ Then I got into marketing



Founder of Thinkerbell



# How marketing works



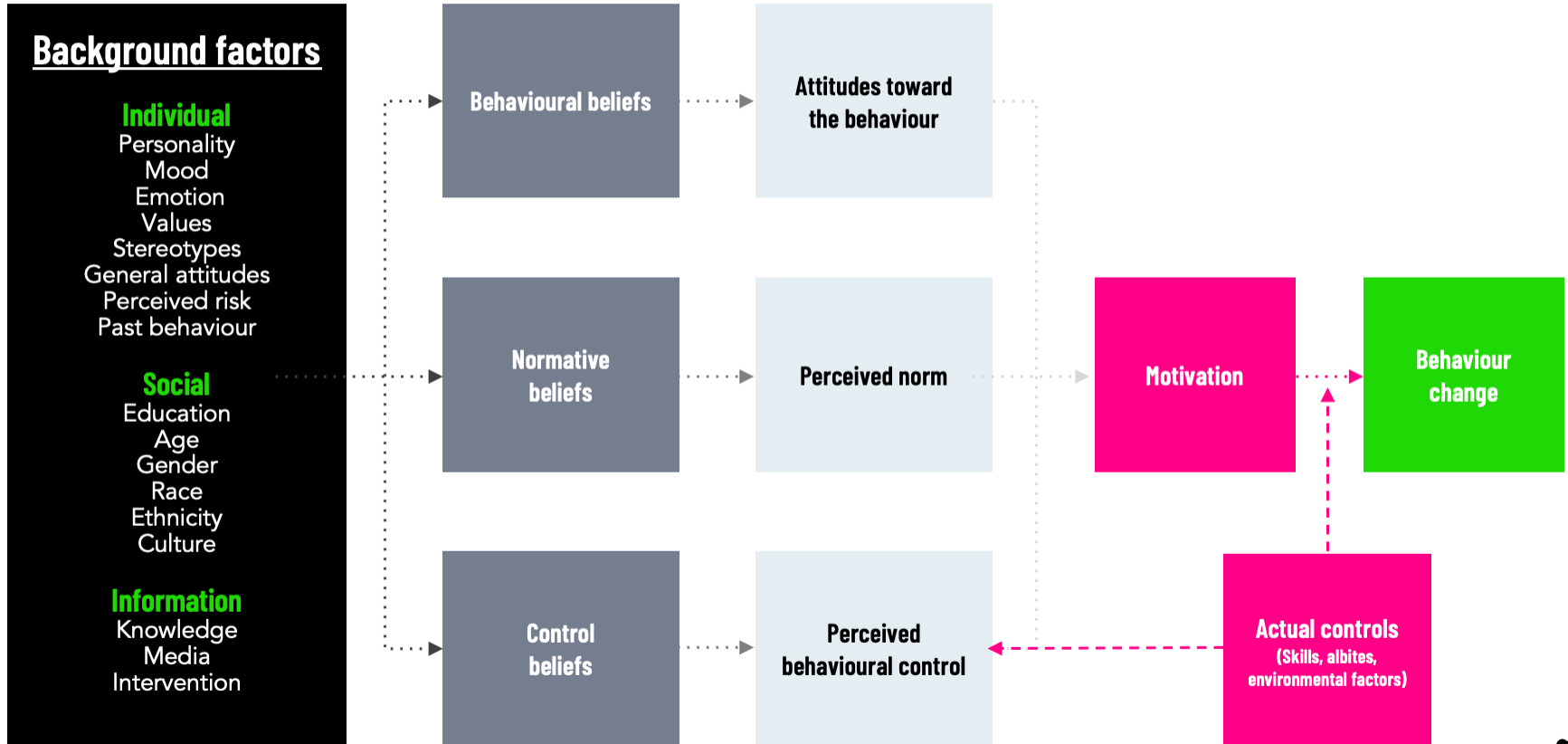
→ **The better we are at changing behaviours  
of others the more \$ and more 😊**



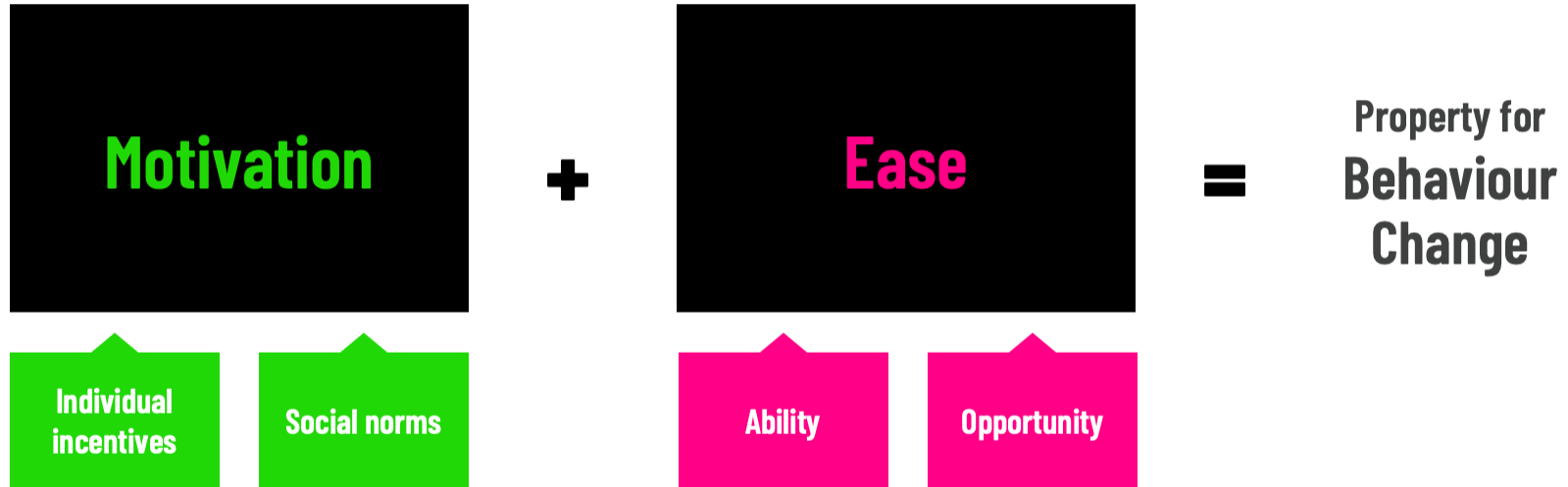
→ **Who here has ever been convicted of a serious crime?**



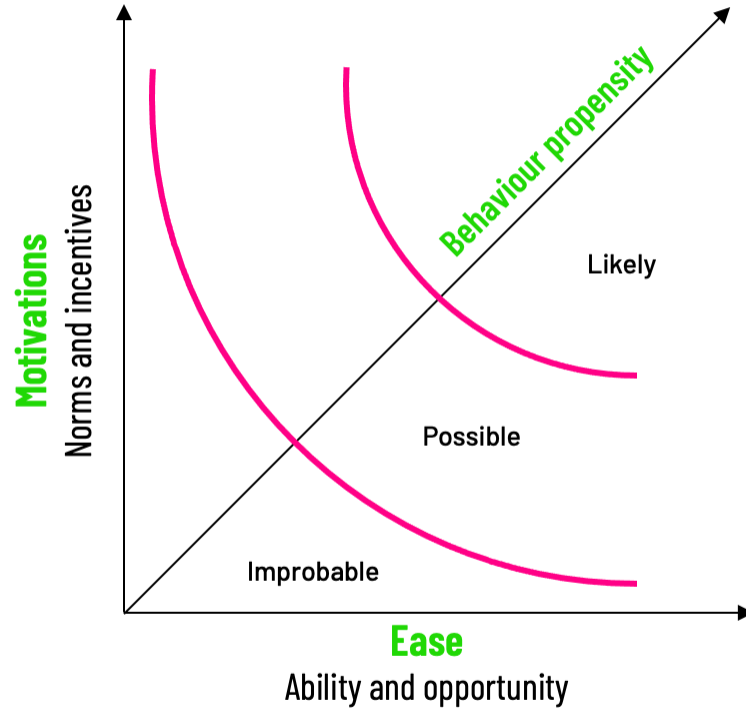
# → The reasoned action model



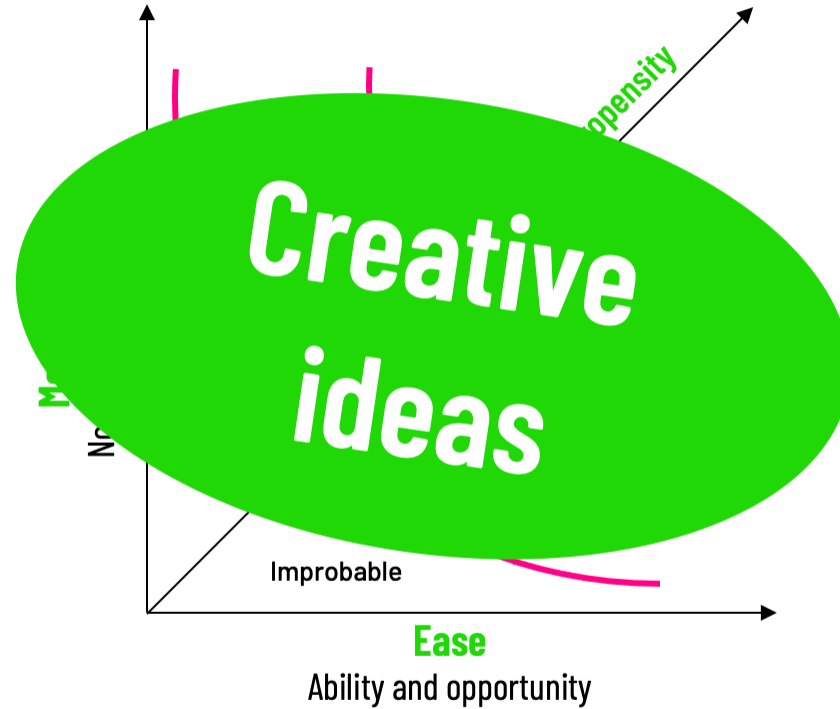
## → Simplifying it



# → Simplifying it even more it!

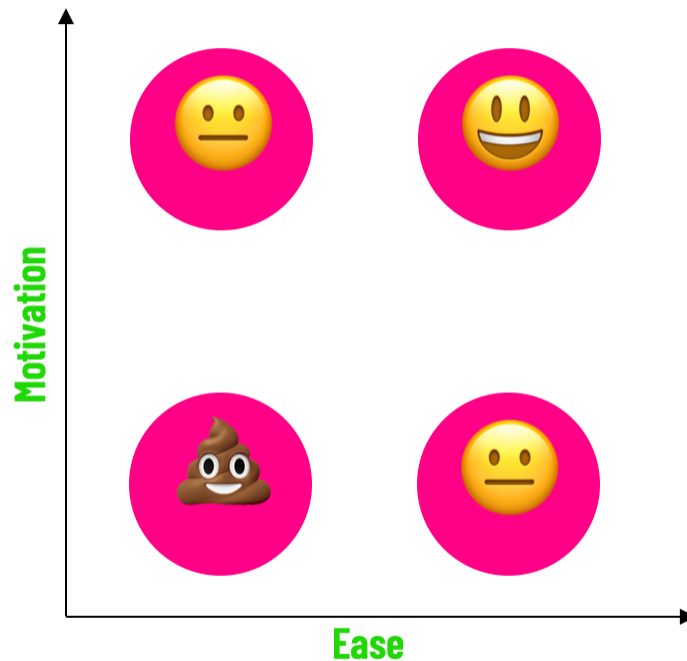


→ And add creativity



# → The behaviour change grid

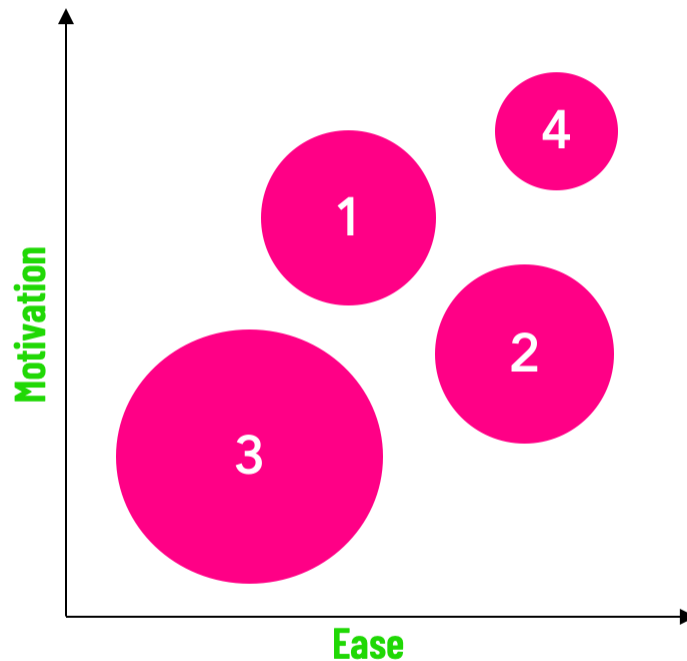
- I want kids to eat their vegetables
- I want people to listen to my radio station
- I want him to overcome his fear of flying
- I want my boss to give me clear instruction
- I want this person to start eating healthily
- I want her to take her medication on time
- I want people to buy my breakfast cereal



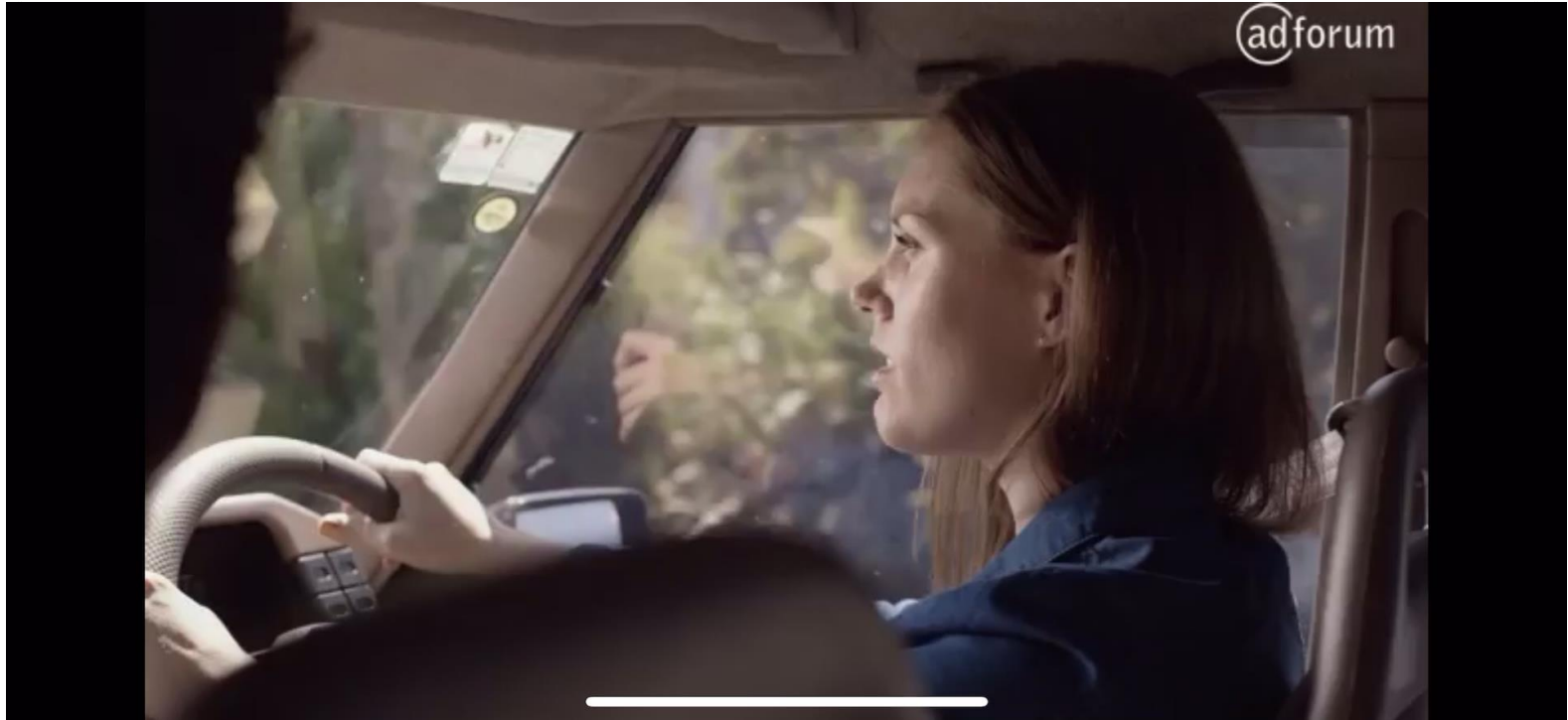
# → The goal

**Get 100,000 drivers a year to stop using mobile phones when driving**

1. Possible behaviours to change
2. Make drivers think of their children when they are driving
3. Make the driver stop using their phone on the toll roads
4. Get the driver to ignore the phone when it rings
5. Get the passengers in the car to stop the driver from reaching for their phone



## → The result



# How humans work



→ Imagine we are driving a car



How we think controls how we feel, which in turn controls how we act



# → Thoughts , feelings and actions, interrelate



How we think controls how we feel, which in turn controls how we act



# → How we think controls how we feel



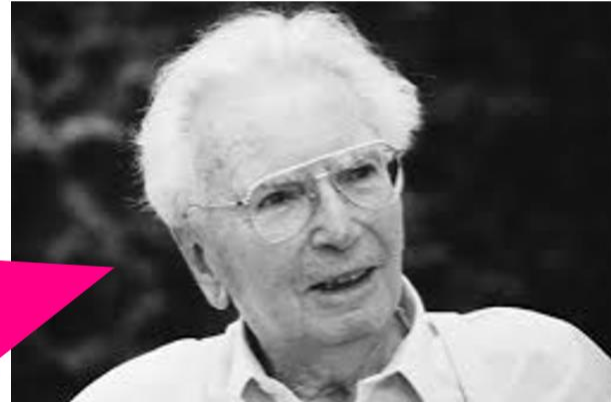
How we think controls how we feel, which in turn controls how we act



→ In any circumstance we can think how we feel

***“Those in the concentration camps who gave away their last pieces of bread proved that you can take away everything from a man except for his ability to chose his own attitude in any given circumstance”***

– Victor Frankle



How we think controls how we feel, which inturn controls how we act



# How humans behave when we're uncertain



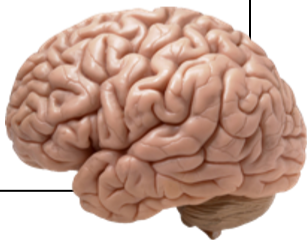
**→ This uses a lot of energy**



# → WE HAVE two systems of THINKING:

## System 1 - Auto Pilot

- 11 billion bits of information per second
- Fast and instinctive
- Automatic
- Associative
- Emotional



## System 2 - Pilot

- 40 bits of information per second
- Slow and takes effort
- Effortful and conscious
- Logical
- Rational



→ We think like water:

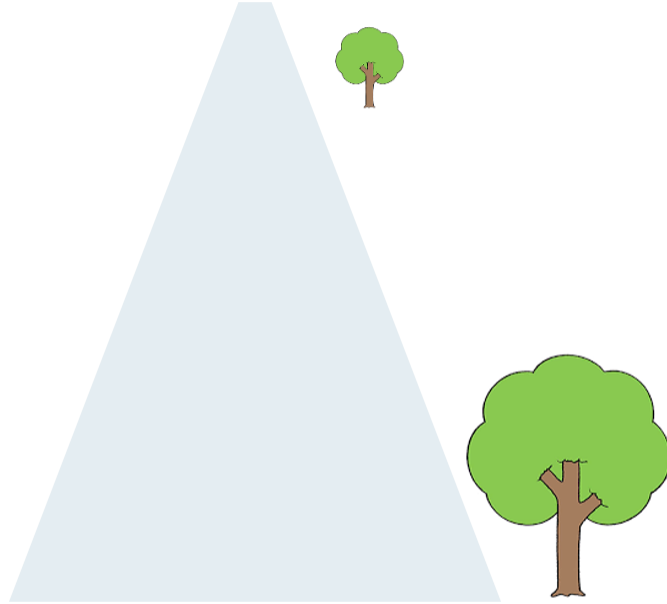


→ We look for cognitive fluency

EASY = TRUE



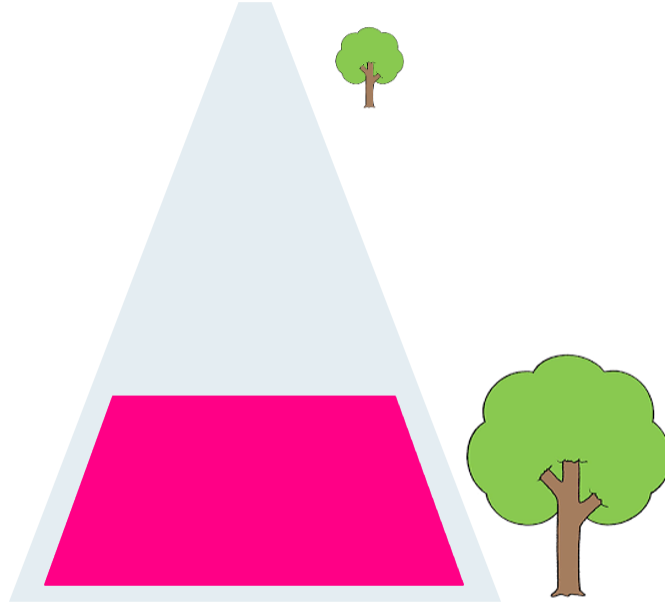
# → When uncertain we look for certainty



**We think more shorter term to reduce cognitive load**



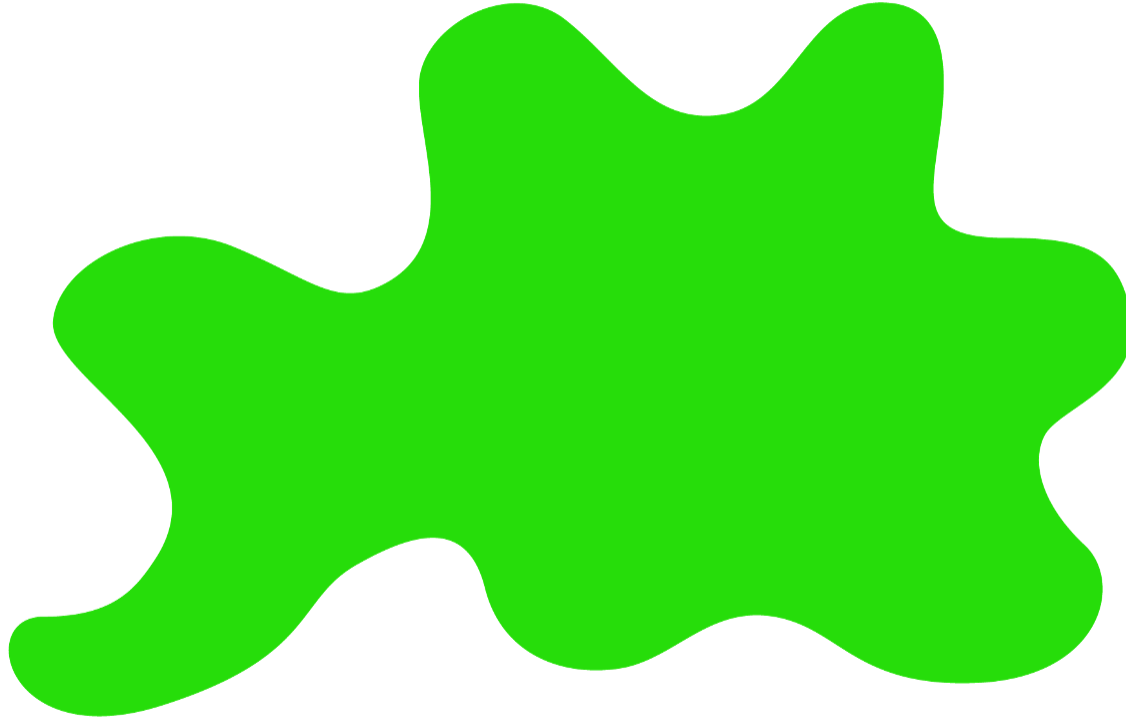
# → When uncertain we look for certainty



Our thinking becomes more 'here and now'



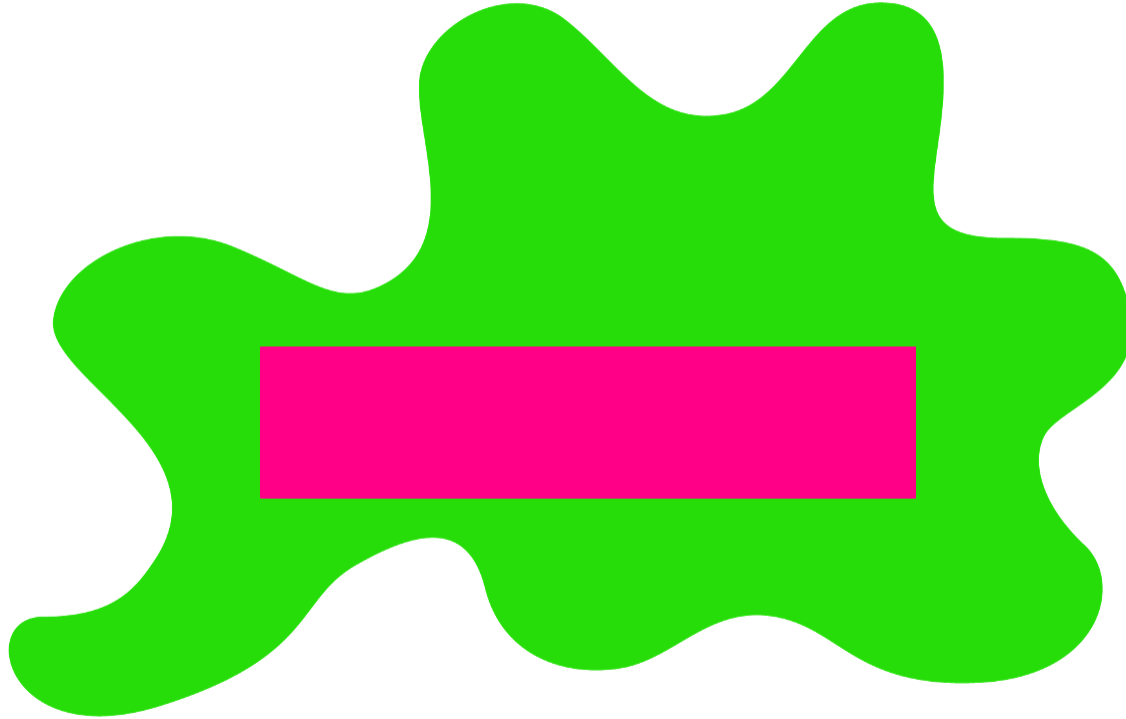
**→ When uncertain we look for certainty**



**Our thinking becomes more 'here and now'**



→ **When uncertain we look for certainty**



**We become black and white and rigid**



# → Our thinking gets a little warped



**Catastrophising**



**Black & White**



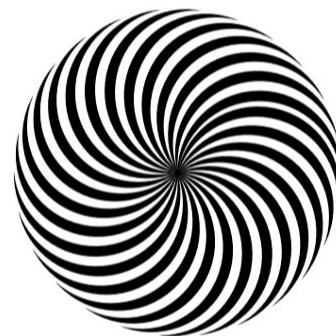
**Procrastination**

**Warped thinking patterns in order to try and control what can't be controlled.**



→ Remember

# Focusing illusion



Uncertainty leads to worry



→ We need to remember

“

*Nothing in life is as important as you think it is, especially while you are thinking about it.*

– Daniel Kahneman



Warped thinking patterns in order to try and control what can't be controlled.



# Dealing with Uncertainty



# → 3 Ways to Deal with Uncertainty

**Act**

**Think Big**

**Symbols**

**Act your way out of**



# → 3 Ways to Deal with Uncertainty

**Act**

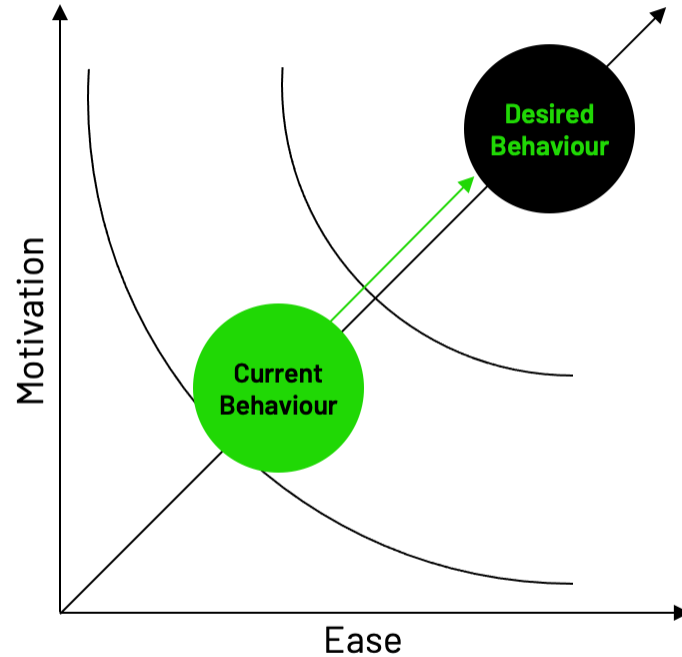
**Think Big**

**Symbols**

**Act your way out of**



# → Don't think, act



**Action changes attitude faster than attitude changes action**



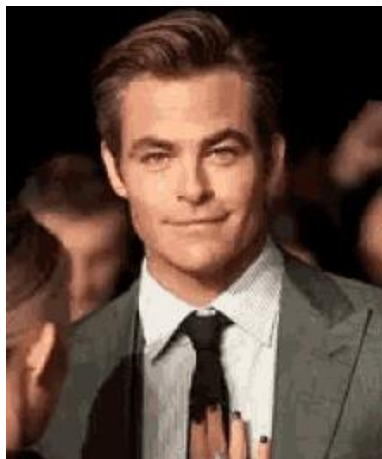
→ Don't think do



How we think controls how we feel, which in turn controls how we act



# → Embodied Cognitions



Actions change feelings



# → Embodied Cognitions

**Action changes attitude,  
Faster than,  
Attitude changes action**

**Adam Ferrier**



**I.e. Act First... the rest will look after itself.**



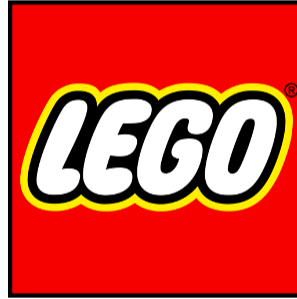
→ Don't think do



How to get people to like you



→ Get people to help you (and invest in you)



How to get people to like you



# → Menulog



→ It didn't go down well

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Wednesday, Jan 26th 2011 11:11 AM GMT+0 100% 100% [Daily Mail](#)

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## Menulog's 'ANNOYING' commercial 'officially ruined State of Origin'

ABC News have ordered their breakfast news on Wednesday at 6:30 am after Menulog's  
The campaign for Menulog is scheduled to air on Wednesday at 6:30 am on ABC News  
The ad reportedly depicts dining room staff at the State of Origin of Menulog  
Menulog's campaign is said to be a major factor in the decision to order their breakfast news at 6:30 am

By 10:00 AM - 10:00 AM  
10:00 AM - 10:00 AM - 10:00 AM - 10:00 AM - 10:00 AM - 10:00 AM



# → Menulog



Menulog



Menulog



Menulog



# → Menulog



GrumpyEd 🇦🇺 @SaintEd61 · 26 Jun

Menulog ads are clever brilliant.. wake up Wendell 🤔🤔🤔 #StateofOrigin



1



sean c brown @seancbrown · 26 Jun

Well done @Menulog first time I've laughed at an ad series that doesn't have @VancityReynolds in it! #touche #StateofOrigin



Stephen Maxwell 📄 @madmaxi1104 · 26 Jun

@Menulog wins #origin2 - these ads are brilliant. Big Dell having a snooze 😂😂😂



Tim Dunlop ✓ @tim\_dunlop · 26 Jun

The new @Menulog ads are pure ART.

Well played @RealBigDell, well played @Menulog.



2



Dr Jenna Price ✓ @JennaPrice · 26 Jun

Fabulous ad @Menulog. @RealBigDell #kingofthewing 🏆



1



# → Results



# → 3 Ways to Deal with Uncertainty

**Act**

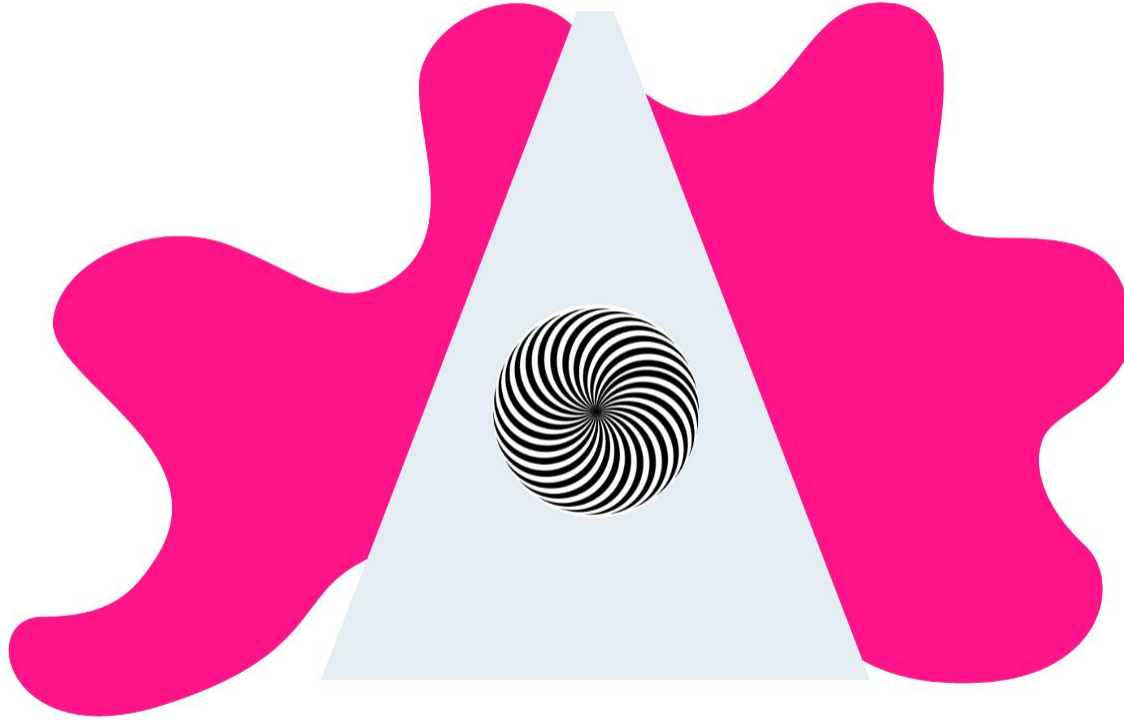
**Think Big**

**Symbols**

**Act your way out of**



→ Go big



Like your clients you need to recognise your natural tendency will be to focus in - broaden out.



# → Make this thinking tangible

**Set goals**

**Like your clients you need to recognise your natural tendency will be to focus in - broaden out.**



# → Make this thinking tangible

**Set goals**

**Make a plan**

**Like your clients you need to recognise your natural tendency will be to focus in – broaden out.**



# → Make this thinking tangible

**Set goals**

**Make a plan**

**Set up a  
behavioural  
system to make  
it work**

**Like your clients you need to recognise your natural tendency will be to focus in – broaden out.**



# → Make this thinking tangible



Like your clients you need to recognise your natural tendency will be to focus in - broaden out.



# → 3 Ways to Deal with Uncertainty

**Act**

**Think Big**

**Symbols**

**Act your way out of**

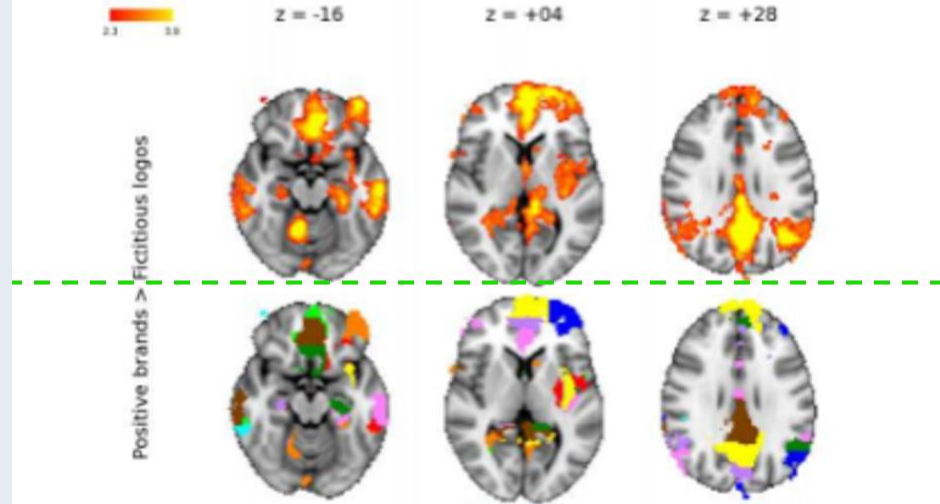


# → Brains like brands

## MRI Shows Brains Respond Better To Name Brands

*"Strong brands activate a network of cortical areas and areas involved in positive emotional processing and associated with self-identification and rewards. Strong brands were processed with less effort on the part of the brain. Weak brands showed higher levels of activation in areas of working memory and negative emotional response"*

The Radiological Society of America 2019



**Brands that are easy to think of and associate, position themselves positively in the mind of the consumer.**



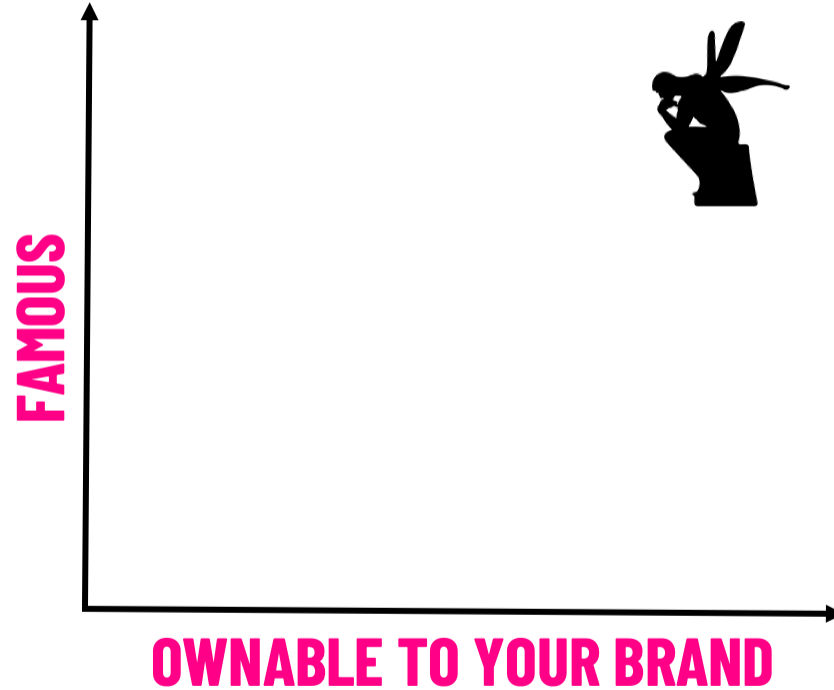
→ Symbols help us process information easily



→ Create symbols to deal with uncertainty



# → Which agency to choose?



→ Goes deep



# Hello

What an exciting time - we're about to make some sweet, sweet magic together! You can't wait to get our juices flowing to get our relationship on the right foot... by setting you up on our accounting system. After all, the beauty of wild creativity is a thoroughly filled spreadsheet!

Please complete the details below (we'll have a crack at some of the more obvious ones) and return the form to Money Penny (accounts@thinkerbell.com).

**THINKERBELL**  
thinkerbell.com  
Melbourne office: Level 3, 41-43 Stewart Street, Richmond 3121  
Sydney office: Level 4, 261-265 Chalmers Street, Redfern 2016  
New Zealand office: Suite 509, 48 Greys Ave, Auckland 1010  
p: 03 8596 1790 | a/bn: 99 618 397 658



**THINKERBELL PTY LTD**

**CLIENT**

**TITLE OF PROPOSAL**  
**DATE XX/XX/20XX**

SOUTH LEVEL 3, 41-43 STEWART STREET, RICHMOND 3121 | NORTH LEVEL 4, 261-265 CHALMERS STREET, REDFERN 2016 |  
NEW ZEALAND OFFICE: SUITE 509, 48 GREYS AVE, AUCKLAND 1010 | SYDNEY OFFICE: SUITE 509, 261-265 CHALMERS STREET, REDFERN 2016

ACCOUNTS PAYABLE CONTACT /  
ACCOUNTS PAYABLE EMAIL ADDRESS /  
ACCOUNTS PAYABLE PHONE NUMBER /  
REPORTS TO /  
PHONE /  
EMAIL /  
DO YOU SUPPLY PO NUMBERS ?  
DO YOU BELIEVE IN LOVE ?  
DO YOU ACCEPT INVOICES BY EMAIL ?  
ARE THERE ANY OTHER BILLING REQUIREMENTS ?  
ABOUT FORMS ?  
NAME /  
LEVEL /  
TELEPHONE /  
SIGNATURE /



## Thinkerbell 360 Account Review

The purpose of this 360 review is to assess your performance and cash flow over the next 12 months. We'll look at your business and then set new goals for your adventure at Thinkerbell.

You'll have a detailed consultation with Tinker/Tinker and Emma, constructive and honest feedback from Thinkers and Tinkers, and a plan of action.

Please fill in the boxes below. This will form the basis of your 360 review.

**YOUR NAME:**  
Full name

**YOUR ROLE:**  
Thinker/Tinker?

**TODAY'S DATE:**  
00/00/00

**REVIEW PERIOD:**  
00/00/0000

**WHO'S IN THE ROOM?**  
Can be completed during the review.



## Welcome from Thinkerbell

Please find attached our Supplier Information Form and information on our Billing System. If you could please fill in your details and return the form to [accounts@thinkerbell.com](mailto:accounts@thinkerbell.com), we can get you set up in our system.

We use a company called EFTsure who will contact you to verify your Bank Details. If you could reply to them it will assist in getting you onboarded as soon as possible. There is also some important information about our Billing System, if you could please take the time to read this it will ensure that your invoices are processed quickly and we can send you timely payments.

Please don't hesitate to contact us if you have any queries now or in the future, we are here to help and look forward to working with you.

Kind Regards,  
**KHUSHALI SHAH**  
Financial Accountant

**THINKERBELL**  
thinkerbell.com  
Melbourne office: Level 3, 41-43 Stewart Street, Richmond 3121  
Sydney office: Level 4, 261-265 Chalmers Street, Redfern 2016  
New Zealand office: Suite 509, 48 Greys Ave, Auckland 1010  
p: 03 8596 1790 | a/bn: 99 618 397 658



# → Even Deeper



# H

What an e  
some swe  
creative b  
can't wait  
Before we  
the right fo  
accounting  
for wild cre  
spreadshee

Please com  
a crack at s  
and return t  
(accounts@

THINKERBELL  
thinkerbell.com  
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Sydney office: Level 4, 261-265 Chalmers Street, Richmond 2014  
New Zealand office: Suite 509, 48 Greys Ave, Auckland 1010  
p: 03 8596 1790 | a/bn:



## Billing information.

ACCOUNTS PAYABLE CONTACT /	Write here
ACCOUNTS PAYABLE EMAIL ADDRESS /	Write here
ACCOUNTS PAYABLE PHONE NUMBER /	+03 XXXX XXXX
REPORTS TO /	Write here
PHONE /	+03 XXXX XXXX
EMAIL /	Write here
DO YOU SUPPLY PO NUMBERS ?	Write here
DO YOU BELIEVE IN LOVE ?	Write here
DO YOU ACCEPT INVOICES BY EMAIL ?	Write here
ARE THERE ANY OTHER BILLING REQUIREMENTS WE CAN HELP WITH ?	Write here
DO YOU ENJOY FILLING OUT FORMS ?	Write here
PAYMENT TERMS /	XX days

## CONFIRMED BY:

NAME /	Full name
TITLE /	Job title
DATE /	XX/XX/20XX
STAR SIGN /	Write here

## Client details.

COMPANY NAME / FULL STATUTORY	Write here
COMPANY NAME / TRADING AS	Write here
AUSTRALIAN BUSINESS NUMBER /	XX XXX XXX XXX
WEBSITE /	www.
ADDRESS / TRADING	Write here
ADDRESS / REGISTERED	Write here
PHONE NUMBER /	+03 XXXX XXXX
CONTACT NAME /	Write here
CONTACT PHONE NUMBER /	+61 XX XXX XXX XX
FAVOURITE DISNEY CHARACTER /	Write here
CONTACT EMAIL /	Write here
MARS OR SNICKERS /	Write here

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Kind Regards,

KHUSHALI SHAH  
Financial Accountant

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dney office: Level 4, 261-265 Chalmers Street, Richmond 2014  
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p: 03 8596 1790 | a/bn: 99 618 397 658



# → 3 Ways our Brains beat uncertainty

**Act**

**Think Big**

**Symbols**

**Act your way out of**



**I believe our  
brains can beat  
uncertainty**





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