



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Finance  
accounting

to allow companies  
and individuals to fund  
certain activities or  
projects today, to be  
repaid in the future  
based on income  
streams generated  
from those activities.

a broader term for  
the management  
of assets and  
liabilities and the  
planning of future  
growth.

a report that  
shows the  
financial  
activities and  
performance of  
a business.

the different values  
a person places on  
the same amount of  
money, based on  
subjective criteria,  
often with  
detrimental results.

helps to track income  
and expenses so  
businesses can manage  
cash flow and stay on  
top of tax deadlines  
using skills such as  
auditing, securing  
investments and buying  
assets.



Financial Accounting

loss aversion,  
consensus  
bias, and  
familiarity  
tendencies.

bounded  
rationality,  
heuristics,  
prospect  
theory

making a mistake,  
misplacing money  
and calculating  
the payroll and  
other taxes

the process of  
recording,  
summarizing, and  
reporting a  
company's business  
transactions through  
financial statements  
.

the accounting cycle,  
interpreting, analyzing,  
and communicating  
financial information  
that is useful for  
decision-making  
purposes.

The influence of  
**regret, hope, and  
overconfidence** on  
investment  
decisions is another  
important aspect of  
behavioural finance.



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?