

The logo features the letters 'FQAA' in a stylized font where the 'Q's are speech bubbles. The 'F' is white, the first 'Q' is orange, the second 'Q' is red, and the 'A' is purple. Below this, the word 'CONGRESS' is written in a bold, white, sans-serif font.

FQAA
CONGRESS

2023 ADELAIDE NOVEMBER 20-22

The slogan 'Grow Together' is written in a white, cursive script font. It is positioned on the right side of the image, overlapping several thin, overlapping circles in orange, red, and purple that are scattered across the background.

Grow Together

**UNLOCK
REFRAME
CONQUER**

Alex Moffat

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UNLOCK

The Expectation Effect

Mental Maps

Social Contagion

Growth Mindset

REFRAME

Decision Making

Attention

Change

Uncertainty

CONQUER

The Luck Factor

The Predictive Brain

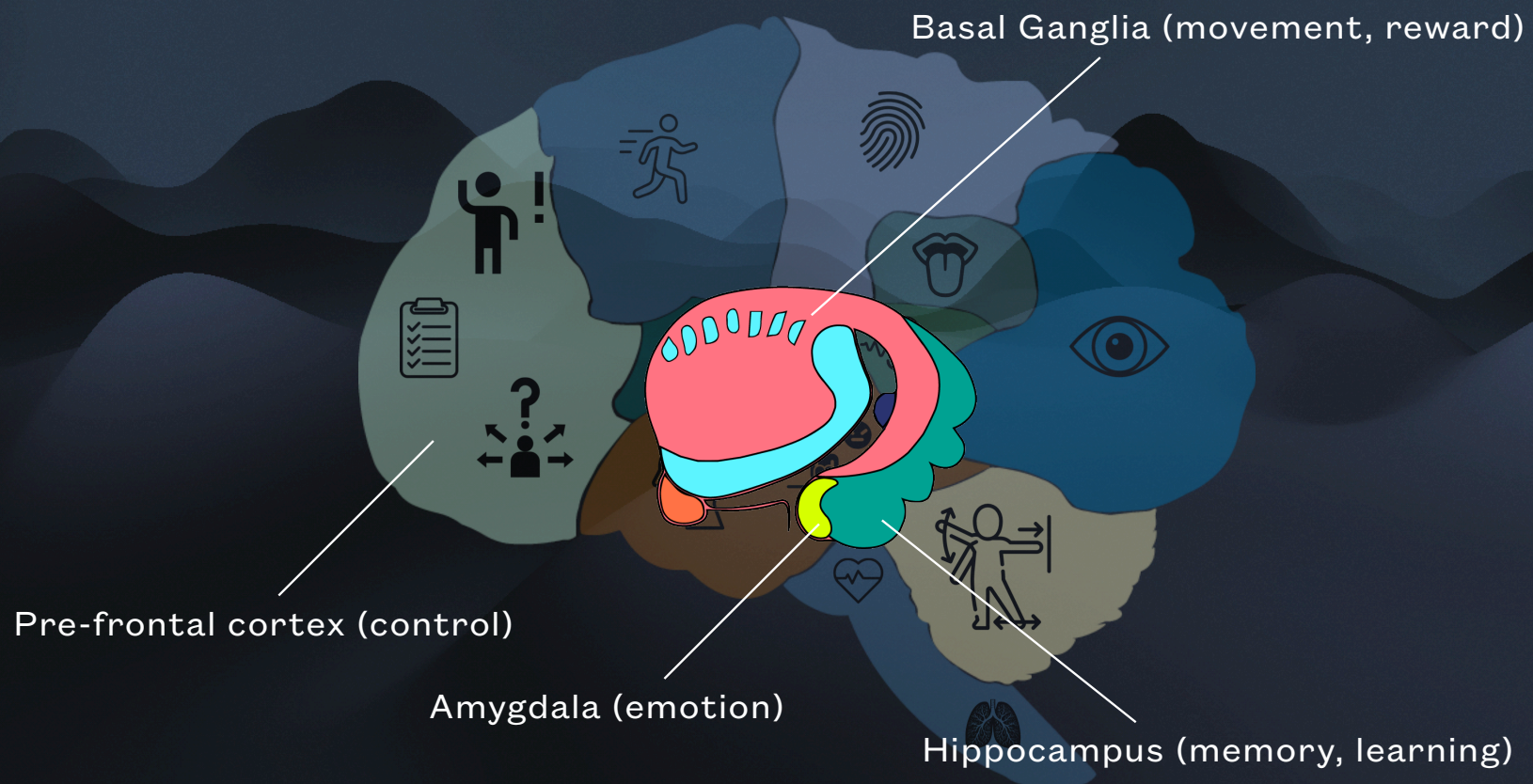
Key Takeouts

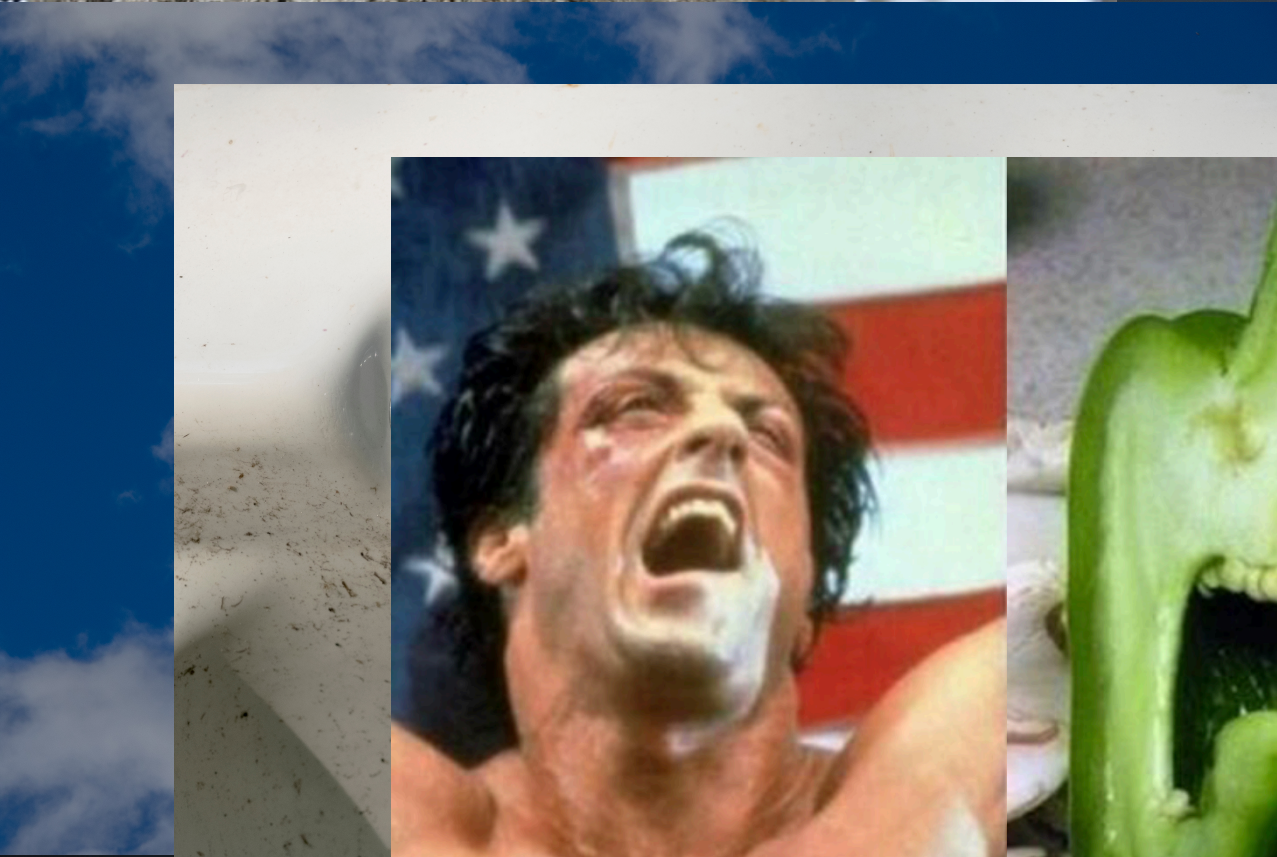
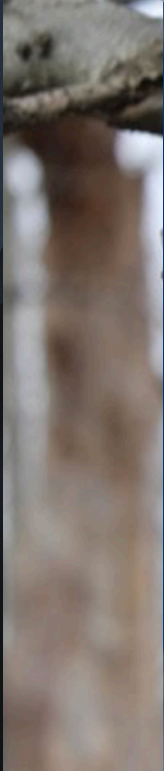
Illusion

UNLOCK - REFRAME - CONQUER

ALEX MOFFAT







X/@FacesPics



X/@FacesPics









GROW TOGETHER



Friend

Your friend's friend

Friend's friend's friend



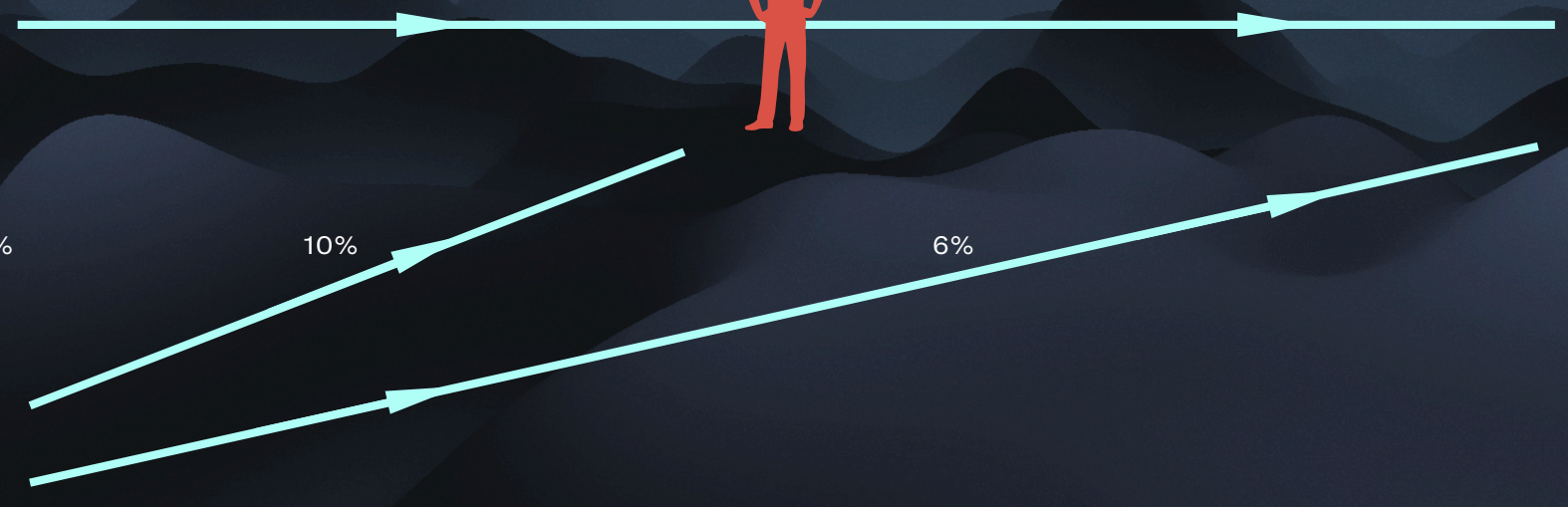
15%

10%

6%

You

Framingham Heart Study



What mindset are you communicating?

Growth Mindset Techniques

Notice & Flip

YET

IF/WHEN Situation X occurs,
THEN I will perform Behaviour Y

Gollwitzer, 1999

Growth Mindset Insight Building Questions -

- Why do you feel that way?
- What led you to think this?
- What makes you feel this is true?
- How are you going to move past this?
- What is the next thing you will do?



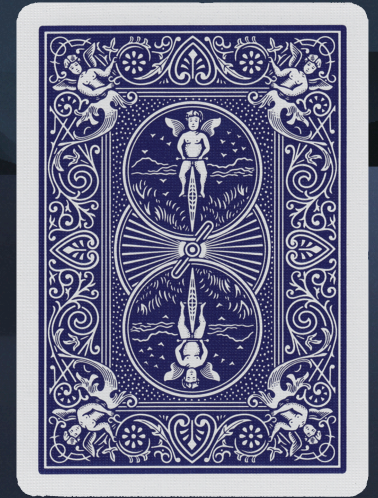
A



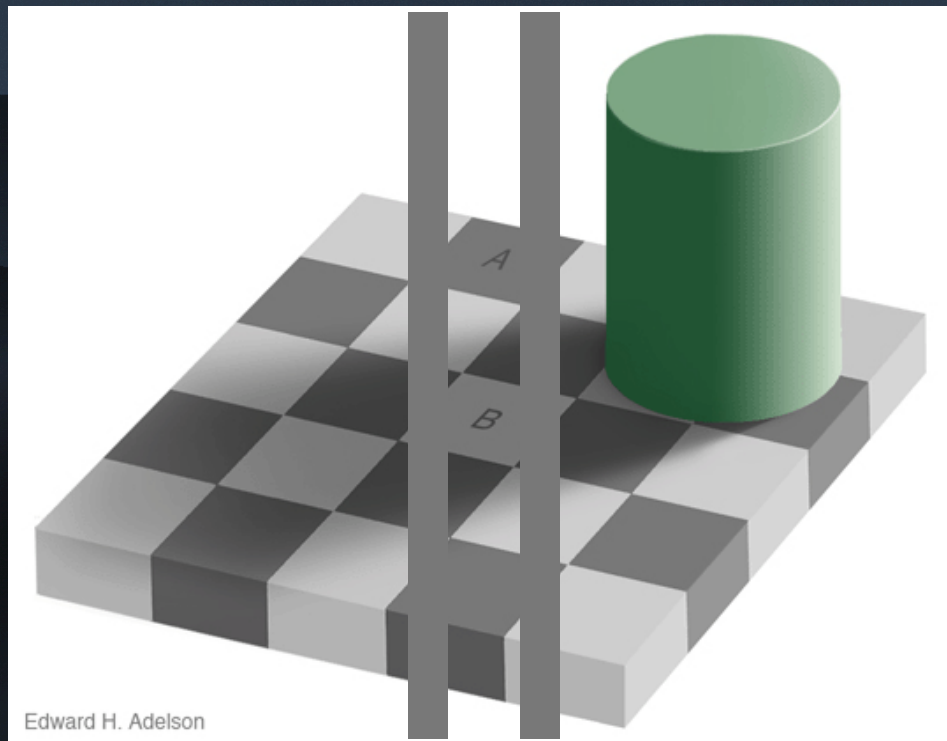
B



C



D




Edward H Adelson, 1995

“Two financial advisors may elicit completely contrary risk attitudes from a client by presenting a problem in two opposing ‘frames’ even though the choices have exactly equivalent pay-offs.”

Bias Mitigation

- Co-create the advice and empower client decision-making
- Review how decisions were made
- Interrupt thought patterns to slow down system 1
- How am I framing this question or information?
- Seek others' perspectives
- Break information into chunks (reduce cognitive load)



How aware are you of the narratives you're sharing with your clients?

And how can you ensure that you're not only telling your story but facilitating theirs?

What are the women are saying in this audio?

Dalton, Fraenkel, 2012

What is it?

Selective
Attention

Focusing on something specific, suppressing
distracting or irrelevant information

Inattention
Blindness

Failure to notice something fully visible due to
attending to something else

Change
Blindness

A change that isn't noticed

Where in your process lies the pieces of novelty & reward your clients would be seeking?


How can you help them look forward to finding them?

Normalise it	Ask how typical is the emotional response you are having.
Re-prioritise it	Where does this emotional response sit with other challenges or dilemmas? Helps to see the 'big picture'.
Reposition it	See it from the perspective of someone else.
Distance it	Imagine yourself being the third person, zooming out, and seeing from a new perspective. A Helicopter view
Reframe it	Recontextualise. Think about the challenge or situation differently.

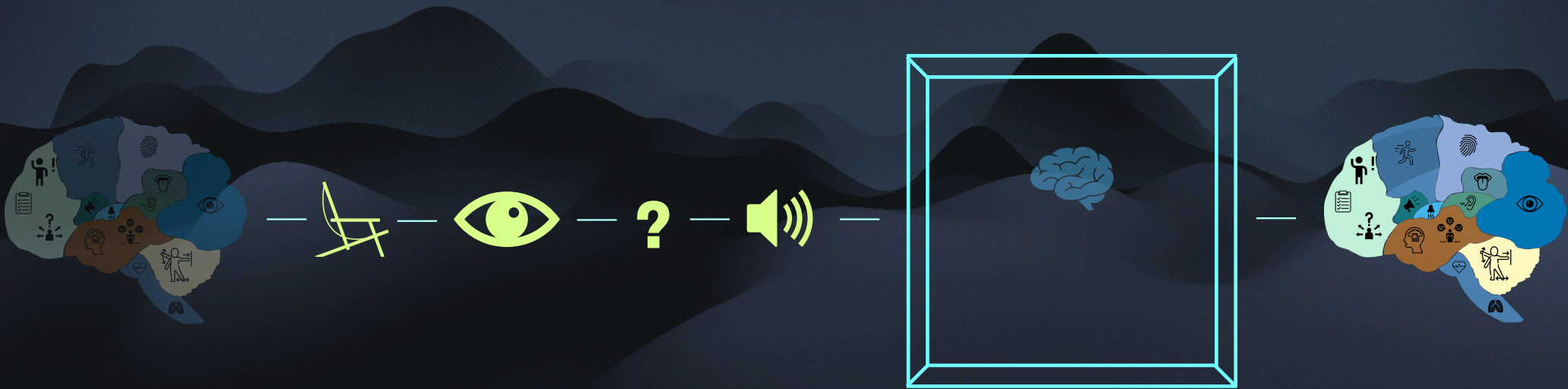
Cognitive reappraisal

“Changing one’s emotional response by changing one’s interpretation of the meaning of a stimulus or situation.”

(Gross,1998)



*The
Rubber
Hand
Illusion*



NOW

FUTURE

Window of Vulnerability

Hardt, Einarsson & Nader, 2010, Nader et al, 2000

Future challenge reappraisal

Future challenge

Reappraised challenge



NOW

FUTURE

Window of Vulnerability

“Luck is a construction
which is open to change”

Prof. Richard Wiseman

Maximise Your Chance Opportunities

Listen To Your Lucky Hunches

Expect Good Fortune

Turn Your Bad Luck Into Good

Maximise Your Chance Opportunities

Attention

Listen To Your Lucky Hunches

Decision-Making

Expect Good Fortune

Expectation

Turn Your Bad Luck Into Good

Reframe

Slow down and let the analytical mind have time to follow

Choose wisely who and what shapes your thoughts

Construct your luck and that of your clients

Interrupt thought patterns & recalibrate

It's not the outcomes it's the learning

Steer mindset towards adaptability

What narrative are you sharing?

Reappraise future challenges

The trick isn't the magic



CROW TOGETHER



**Thank you for
attending this session**

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