



A Peek into the PRIME QUADRANT®

As we begin planning for the 2016 conference, here are some highlights from this past year's event.



Upcoming Events

Investor IQ Series
January 27, 2016:
Common
Misconceptions with
Common Investments
(Only 5 spots remaining)

STORIES OF INTEREST

Are You in the Fixed or Growth Mind-Set?

Everyone makes mistakes, but only those with a growth mind-set convert mistakes into opportunities for learning and growth.

Coming to Grips with the Mess of Life

With all of today's technologies, we are often tempted by the naive quest for the perfect algorithm or app to solve our problems.

Let Compensation Be Your Guide

Only by asking the right questions about all forms of advisor compensation can you ensure that your interests are truly aligned.

Intelligence is Not Enough

You choose a money manager who went to Harvard and graduated at the top of his class. You think to yourself how he must be smart enough to beat the market. *Caveat lector*: you may be disappointed.

PQ's INVESTMENT BOOKS OF 2015

To help you with your vacation reading list, we asked the members of the Prime Quadrant family to suggest their most enjoyable reads of 2015 and here's what they came up with:

1. *Charlie Munger: The Complete Investor* (Tren Griffin)
 2. *Flash Boys* (Michael Lewis)
 3. *Investing: The Last Liberal Art* (Robert G. Hagstrom)
 4. *Misbehaving: The Making of Behavioral Economics* (Richard H. Thaler)
 5. *The Frackers: The Outrageous Inside Story of the New Billionaire Wildcatters* (Gregory Zuckerman)
 6. *The Lessons of History* (Will and Ariel Durant)
 7. *The Man Who Quit Money* (Mark Sundeen)
 8. *The Outsiders: Eight Unconventional CEOs and Their Radically Rational Blueprint for Success* (William N. Thorndike)
 9. *The Signal and the Noise: Why So Many Predictions Fail -- but Some Don't* (Nate Silver)
 10. *Who Gets What — and Why: The New Economics of Matchmaking and Market Design* (Alvin E. Roth)
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What is the PQ?

In financial terms, the Prime Quadrant is the optimal zone in which you achieve the highest return per unit of risk.



Being in the Prime Quadrant requires seeing the big picture and making intelligent choices, from among all investment options and strategies, to best meet your goals.

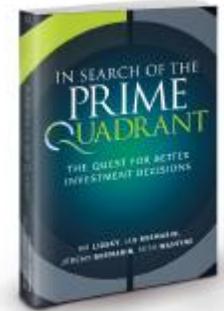
Prime Quadrant is an investment research and consulting firm that helps high-net-worth Canadians make better investment decisions.

THE WAY WE SEE IT

As we begin the New Year, it is worthwhile to reflect on our personal 'prime quadrant', with a lesson from Stephen Covey's "7 Habits of Highly Effective People"

	Urgent	Not Urgent
Important	<p>Deadlines Emergencies Crises</p> <p>1</p>	<p>Exercise Financial Planning Health Check-ups Family Time</p> <p>2</p>
Not Important	<p>Interruptions Phone calls Text messages</p> <p>3</p>	<p>Checking Facebook Watching Netflix Angry Birds</p> <p>4</p>

[In Search of the Prime Quadrant: The Quest for Better Investment Decisions](#) now available at Amazon, Barnes & Noble and Indigo.



[The Philanthropic Mind](#) is finally completed and published. Now also available on Amazon, Indigo and Barnes & Noble.

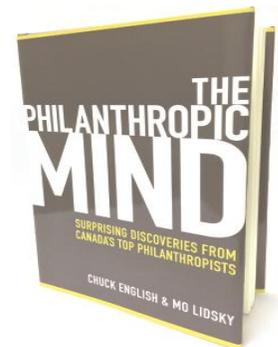
Start each week by drawing a two-by-two matrix on a blank sheet of paper, on one side of the matrix write 'urgent' and 'not urgent', and on the other side of the matrix write 'important' and 'not important'. Then, categorize all the things you want to do that week by placing them in the appropriate bucket.

Quadrant 1: Urgent – Important

These are the most pressing tasks we'll likely get to this week. These are the crises that erupt. The most pressing meetings or deadlines fall into this category.

Quadrant 2: Not Urgent – Important

These are the things that matter in the long-term but will yield no tangible benefits this week or even this year. These are things we know we need to get to but tend to push off e.g. relationship-building, time with our kids, taking care of our personal finances, etc. *This is the quadrant in which we **should** be spending most of our time.*



Quadrant 3: Urgent – Not Important

These tasks are the greatest impediment to our success in the long term. They clog up our time, and when we reflect back at the end of the week, month or year, we question what we achieved with it. These are all the interruptions, the solicitations, the "Call me!" emails and the unnecessary meetings that suck our souls dry.

Quadrant 4: Not Urgent – Not Important

These things we do because we feel like we're tired and need a break. It's watching a reality TV show, checking Facebook, or mindlessly wandering toward the cookie jar several times a day.

By focusing all our energies on the 'prime quadrant' (i.e. the not urgent, but lightly important), we can have a more fruitful and fulfilling New Year!

He that will not sail till all dangers are over must never be put to sea.

- Thomas Fuller



PRIME QUADRANT*
BETTER INVESTMENT DECISIONS

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