

## Greetings from the team at CFS

**As I write this newsletter I realise I'm a far happier person than I was this time last year, when thanks to overconfidence, overexuberance and overspeed, I went over the handle bars of my mountain bike, and smashed my wrist.**

Fortunately ACC and the public health system provided excellent treatment. 5 hours later my wrist was initially straightened and placed in a plaster cast while assessment of the injury was carried out; X-ray and CT scan. 48 hours later I was informed that surgery was booked at Manukau surgical unit the following week. I then spent 2 weeks in a splint, having had 3 plates wrap my radius bone, and after a total of 4 weeks since the accident, I was back on the

stationary bike at the gym, physically fixed but still super annoyed at myself.

Whilst this accident may be considered an inevitability of such a dangerous activity, a few days after my accident a friend's wife was walking around her house admiring her window cleaning handy work, when she tripped over the water bucket and broke her wrist! A reminder that one never knows when fate's fickle finger is going to point our way.

With this in mind, please contact us to discuss any concerns you, your family or your business have regarding people insurance, business insurance or investments.

## More accurate: computer modeling or human behaviour?

**Winter was approaching a remote reservation when the Indian tribe asked their new Chief what the coming winter was going to be like. The modern day Chief had never been taught the secrets of the ancients. When he looked at the sky he couldn't tell what the winter was going to be like.**

Better safe than sorry, he said to himself and told his tribe that the winter was indeed expected to be cold and that the members of the village should stock up on firewood to be prepared.

After several days, our modern Chief got an idea. He went to the phone booth, called the National Weather Service and asked, "Is the coming winter going to be cold?"

"It looks like this winter is going to be

quite cold," the meteorologist at the weather service responded.

So the Chief went back to his people and told them to collect even more firewood in order to be prepared. A week later he called the National Weather Service again. "Does it still look like it is going to be a very cold winter?"

"Yes," the man at National Weather Service again replied, "It's going to be a very cold winter."

The Chief again went back to his people and ordered them to collect every scrap of firewood they could find. Two weeks later the Chief called the National Weather Service again. "Are you absolutely sure that the winter is going to be very cold?"

"Absolutely," the man replied. "It's looking more and more like it is going



to be one of the coldest winters ever."

"How can you be so sure?" the Chief asked.

The weatherman replied, "The Indians are collecting firewood like crazy."

# Human behaviour, who can explain it?

Why is it that in the 21st century we can, or rather teams of dedicated scientists, researchers, technicians can solve problems relating to immutable laws of chemistry, biology and physics, yet we are unable to solve anything to do with the human condition?

Perhaps it's as fundamental as assuming we do things rationally? The following story from a store owner in a tourist town will help correct this illusion of rational behaviour.

A jewelry store owner catering to the tourist market at the peak of the season was having difficulty selling turquoise jewelry. Standard sales techniques such as moving the items around the store made no difference, nor did having the sales staff 'push' the product make any difference. Finally, the night before leaving on a week long buying trip, in exasperation the store owner placed the items in one cabinet and scrawled a note to her store manager 'Everything in the display case, price x 1/2'.



A week later she returned to find all the turquoise jewelry had been sold, not surprising at half price, or so she thought. She found out that the store manager had misread her handwritten note thinking the prices were x 2. She had sold all the items at double the listed price!

In summary people who didn't want to buy items of unfamiliar jewelry at a cheap price were all too keen to

pay twice the going rate. Obviously the price confirmed the quality of the goods and hence the true value!

## School life

In class one day, Ms Johnson called Johnny over to her desk after a test, and said, "Johnny I have a feeling that you have been cheating on your tests."

Johnny was astounded and asked Ms Johnson to prove it.

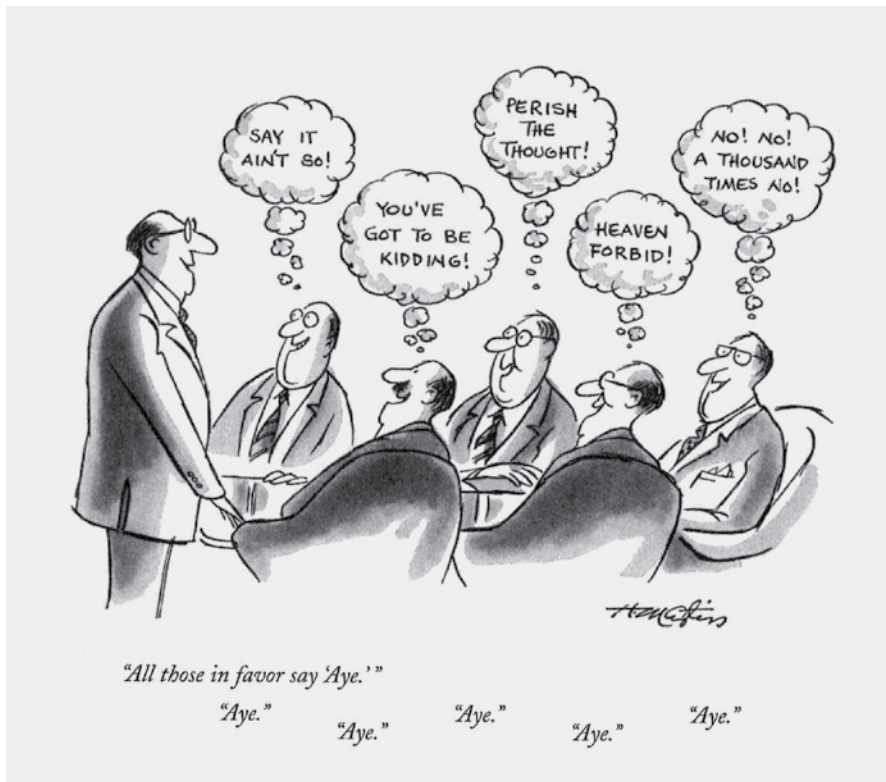
"Well" said Ms Johnson, "I was looking over your test and the first question was, 'Who is our Prime Minister?' and the little girl that sits next to you, Mary, wrote 'Chris Luxon', and so did you."

"So, everyone knows that he is the Prime Minister."

"Well, just wait a minute," said Ms Johnson. "The next question was, 'Who are the coalition partners?' Mary wrote National, ACT and NZ First and so did you."

"Well, I was watching TV news last night and I remembered that," said Johnny. "Wait, wait," said Ms Johnson. "The next question was, 'Who is the Labour party leader?'"

Mary wrote 'I don't know,' and you wrote, 'Me neither.'"



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