

March 29, 2007



***Are you in need of being strapped to the mast?***

In Greek mythology, some dangerous waters existed. Many a mariner was shipwrecked as they were enticed by the melodic singing of the *Sirens* (angelic-looking beings intent on the mariners' demise)...The Sirens would sing. Enchanted sailors followed the Sirens to rocks on which the ships would crash. The travelers would end up dinner for the deviant Sirens. Odysseus wanted to avoid this, so he had his crew put wax in their ears so they wouldn't hear the Sirens singing. Then he made them strap him to the mast of the ship and commanded them to disregard any orders that he might give to follow the Sirens. He wanted to hear the Sirens' voices but not act upon the enticement. The loyal sailors followed the instructions of their ship's captain and made it safely through the passage.

Some of us could learn from Odysseus' strategy of wax in the ears and *mast strapping*... Do you need to strap yourself to the mast to avoid the enticements of the financial media? Their *melodies* often seem angelic upfront; later only to prove devastating. (We all recall the dot.com craze of 2000...) These kinds of enticements often shipwreck people's financial plans.

Terry Burnham works for Acadian Asset Management, one of the managers in SEI's stable of managers. He shared the story of Odysseus at a recent SEI conference. Terry has authored a book entitled, ***Mean Markets and Lizard Brains***. Terry says that it's our Lizard Brains (as opposed to the logical, rational part of our brain) that, unbridled (*unstrapped*), rule many of the financial decisions we make. *Your Lizard Brain will cost you money*. How do we avoid Lizard-Brain decisions and stay focused on a sound long-range plan?

Let's talk more about this the next time we visit!

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