



Trading Psychology 101:

How Your Personal Values Affect Your Trading Performance

PRESENTED BY:

Mike B.

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Mike Baehr

- History Prior to Trading:
 - 23 Years in United State Marine Corps
 - Curriculum Developer
 - BA in Accounting
 - MS in Forensic Accounting
- Trading History:
 - Started Trading in 2008
 - Began Day Trading in 2018
 - Join Bear Bull Traders in 2020
- Trading Strategies:
 - Break High of Day
 - Failed High of Day Break
- Hobbies:
 - Volunteer in the Local Community
 - Cooking
 - Running (Soccer Referee)



Overview

- What are Values
- What are Attitudes/Emotions
- What are Behaviors in the Market
- How to Change Behaviors
- Value of Money
- Understanding Your Values
- Questions



What are Values

- A person's own set of principles which they consider of great importance
- Keystone to Motivation
- Values influence attitudes/emotions
- Trading Values:

Money

Challenge

Results

Discipline

Status

Self-Respect

What are Attitudes/Emotions

- Attitudes are an approach, outlook, position, feeling, thought, mind-set, option, or point of view
- Attitudes are usually defined as a disposition or tendency to respond positively or negatively towards a certain thing (idea, object, person, situation).
- Your attitude towards anything will influence your behavior or reaction
- Trading attitudes/emotions:

Anger

Greed

Euphoria

Confidence

Failure

Frustration

What are Behaviors

- The way in which one acts or conducts oneself toward others or a situation
- Voluntary Behavior
- Involuntary Behavior

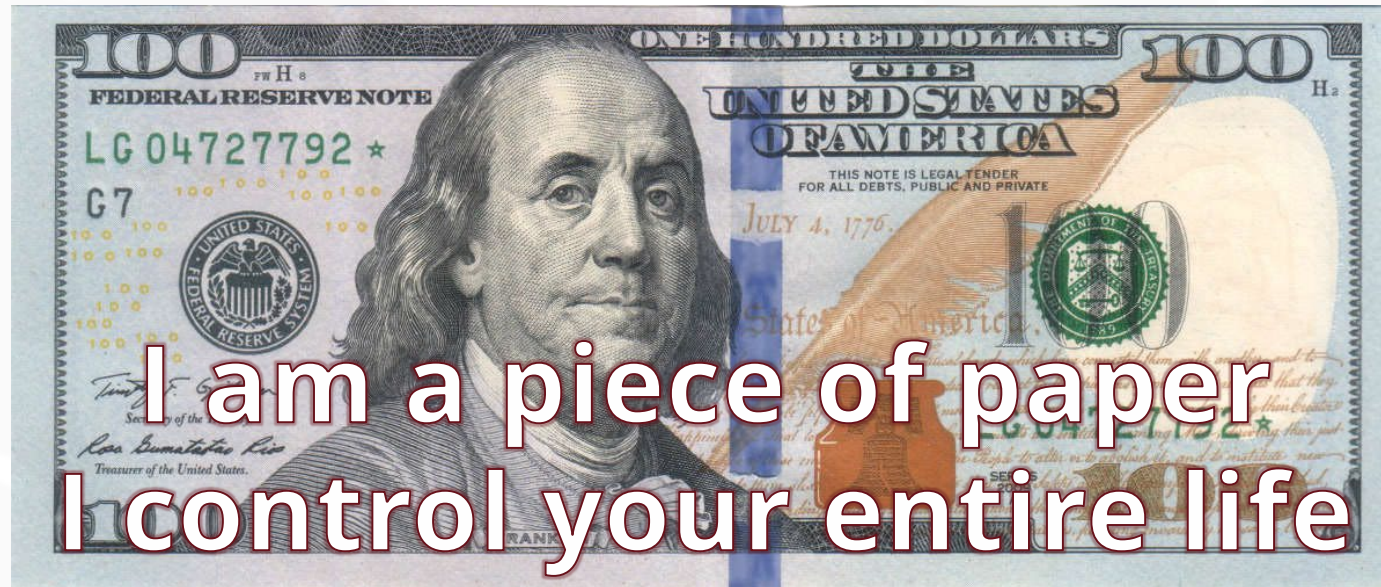


What are Behaviors

- Blowing up account
- FOMO
- Getting out of trades too quickly
- Hesitating to take a trade
- Ignoring Daily loss limits
- Ignoring Stops
- Inability to re-set after a loss
- Inability to re-set after a win
- Indecision causing hesitation in taking trades
- Moving stops in a way that is outside of trade plan
- Not trusting my strategy
- Over-focus on P&L
- Overtrading/taking trades that don't fit setup criteria
- Revenge trading
- Runs of red day
- Staying in trades too long
- Trading results impacting personal life

How to Change Behaviors

- If Values influence your attitudes and your attitudes affect your behavior, then to change your behavior you must address the value that is causing the behavior.
- One value that impacts traders the most is:







Understanding Your Values

Values

- Money

Attitude

Behavior



Understanding Your Values

Values

Attitude

Behavior

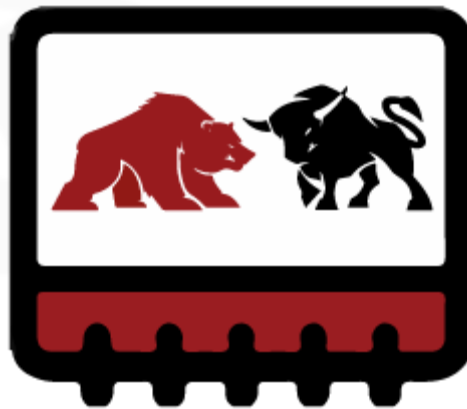




Useful icons



TradeBook



Trilogy of Trading Success



Technology

Mondays



Strategy

Tuesdays



Psychology

Wednesdays



Mentorship

Thursdays

Psychology Challenge

- Blowing up account
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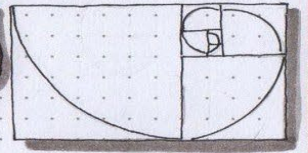
Psychology Tools

- Tools:
 - Trading Why
 - Performance Profile
 - Vision Board
 - Performance Goals
 - Trading Goals
 - Worksheets
 - Visualizations
 - Affirmations
 - Imagery
 - Gratitude
 - Decision Tree
 - Mindfulness
 - Progressive Muscle Relaxation
 - Habits
 - What If Scenarios and Solutions
 - Routines

FINDING WHY IS A PROCESS OF DISCOVERY NOT INVENTION

START WITH WHY

THE "WHY" NEVER CHANGES THE "WHAT" DOES



- WHY**
- ▶ PEOPLE WILL CONTRIBUTE
 - ▶ GAIN INNER STRENGTH
 - ▶ SEEK CONTINUAL IMPROVEMENT

WHY → LIMBIC BRAIN

WHAT → NEOCORTEX

- ▶ ORDER
- ▶ PREDICTABILITY
- ▶ MULTI APPLICATION

- NEED TO BELONG
- BUY INTO A CAUSE
- SAFETY & INSPIRATION
- LOYALTY
- BONDED BY SHARED VISION

MANAGE Trust

- ENABLE RISK
- IS EARNED
- BE DEMONSTRATED
- CONSISTENCY

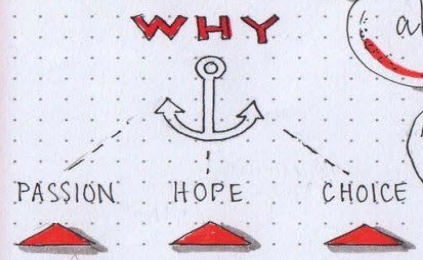
successful succession aligns to the why



SIMON SINEK

PEOPLE DON'T BUY WHAT YOU DO THEY BUY WHY YOU DO IT

Aligned & Balanced

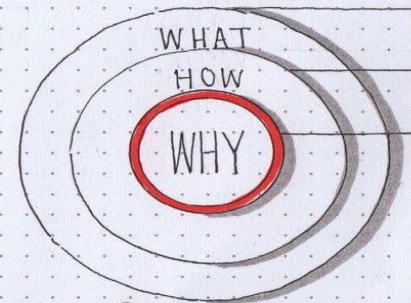
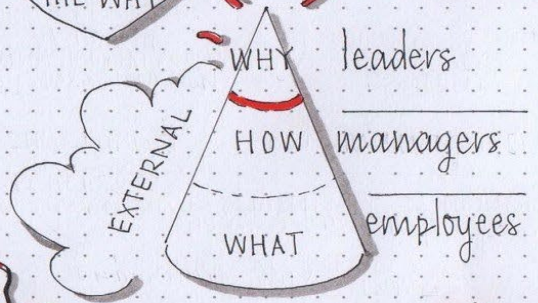


FIND A WAY TO MEASURE THE WHY

people often confuse WHY with WHAT and lose structure

INSPIRING LEADER

- ▶ GAME CHANGER
- ▶ ABLE TO INFLUENCE
- ▶ CAUSE OF ACTION
- ▶ STAND OUT - STAND UP
- ▶ CREATE IMPACT
- ▶ VISION OF THE FUTURE



- PRODUCED ▶ CONSISTENCY **3** RESULT
- PROCESS ▶ DISCIPLINE **2** ACTION
- PURPOSE ▶ CLARITY **1** BELIEF

DECISION CERTAINTY
THINK | FEEL | KNOW
WHAT | HOW | WHY

Influence

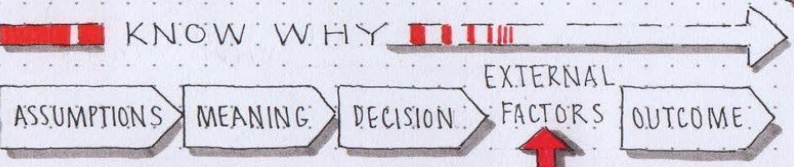


INSPIRE ★ charisma

MANIPULATE ▶ price | promotion | fear | short term | transaction

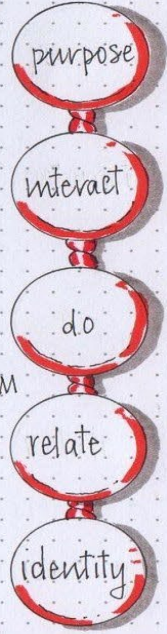
- ▲ TRANSFORM
- ▲ CHALLENGE NORM
- ▲ INNOVATE
- ▲ AUTHENTIC
- ▲ EMPOWER

THINK



WHEN DRIVEN BY 'WHY' SUCCESS JUST SHOWS UP

GLAS. LIFE



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Edge of Your Trading

