

You're only human: Why making financial decisions is so hard

Our brain isn't perfect when it comes to decision making, not least when it comes to making choices about money. But it is possible to fix the problem. That's the key message from this year's Think Forward Initiative summit



If our brain is in 'beta testing mode' when it comes to thinking forward, how are we meant to make better financial decisions? It's a problem that's not insurmountable according to Harvard psychology professor and decision-making expert Dan Gilbert. He was a key speaker at this year's Think Forward Initiative summit in April which gathered some 150 experts from various universities, consumer groups, research foundations, fintechs and financial services. Their joint goal? To help people make better financial decisions.

ING's Rogier van der Zwaan was at the TFI summit and reports on some of the insights that are emerging.

[Here's the link to the Think Forward Initiative website](#)



The Think Forward summit: Making better financial decisions

The Think Forward Initiative, co-founded by ING, is all about finding solutions to financial problems and the TFI summit in April brought together 150 experts, all of whom have a passion for helping people make better money choices

[Watch video](#)

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