
SYMMETRY PARTNERS

Value of Philosophy

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Regional Director and Vice President

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1. What is philosophy?

"Know
thyself"

"Nothing
in excess"

-Socrates



INVESTMENTS

CLIENTS

MESSAGING

Agenda

1. What is Philosophy?
2. Point of View
3. Selling the Intangible
4. Refining the Message
5. Voice of Others
6. 60-Second Workshop
7. Conclusion

Agenda

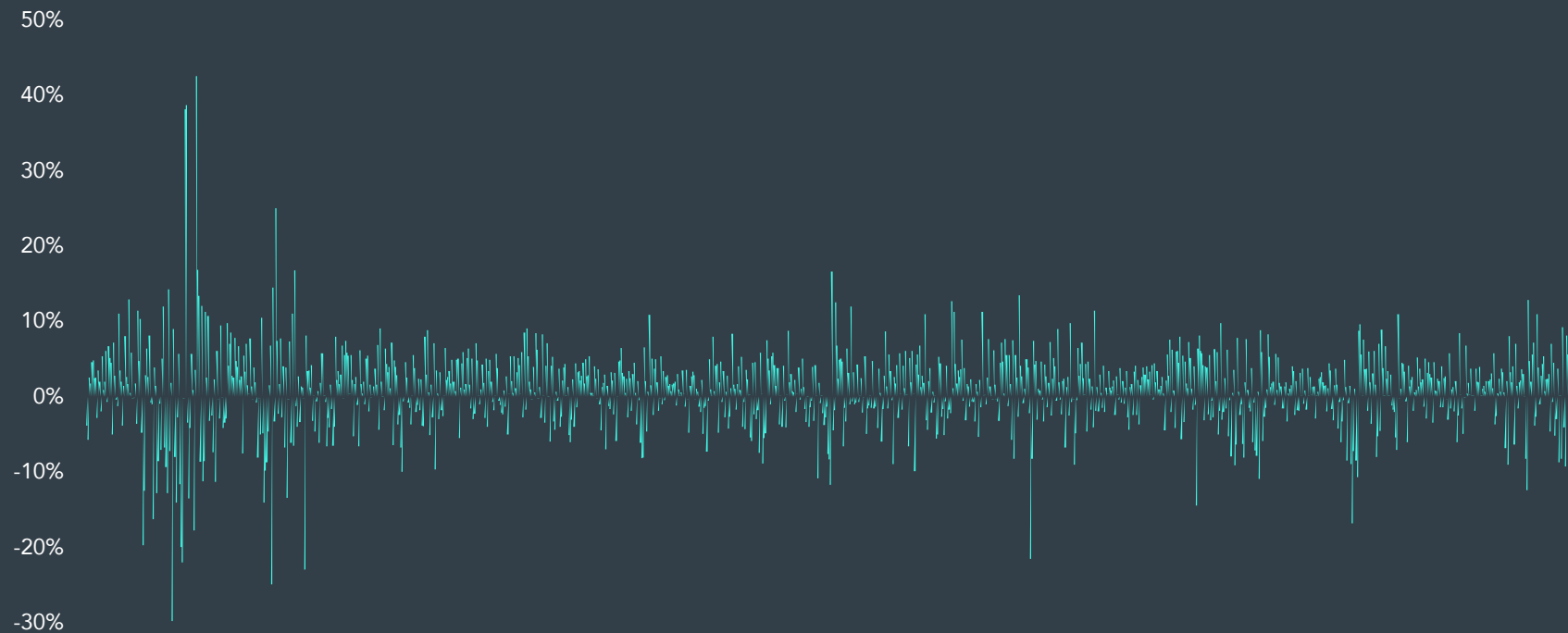
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What Investing Looks Like



Monthly Returns of the S&P 500 Index, January 1926–December 2022



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What Investing Looks Like



Monthly Returns of the S&P 500 Index, January 1926–December 2022



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Knock off

Knock off

Fritz Hamon
Original





Thos. Moser Cabinetmakers
Auburn, Maine
2018

David M. Hund

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THERE IS NO FINISH LINE.

Sooner or later the serious runner goes through a special, very personal experience that is unknown to most people.

Some call it euphoria. Others say it's a new kind of mystical experience that propels you into an elevated state of consciousness.

A flash of joy. A sense of floating as you run.

The experience is unique to each of us, but when it happens you break through a barrier that separates you from casual runners. Forever.

And from that point on, there is no finish line. You run for your life. You begin to be addicted to what running gives you.

We at Nike understand that feeling. There is no finish line for us either. We will never stop trying to excel, to produce running shoes that are better and better every year.

Beating the competition is relatively easy.

But beating yourself is a never ending commitment.



Beaverton, Oregon



"Before" Nike (Wieden+Kennedy)







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"About Schoolhouse" Schoolhouse Electric (Four Plus One Productions)



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"Farmer" Ram Trucks (Richardson Group)

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60 Second
Forced Relationship Exercise

1. Compare the experience you deliver... to a vehicle.

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"Happiness is when what you think, what you say, and what you do are in harmony."
–Mahatma Gandhi (1869-1948)



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Thank You