



Wall Street and the Spin Cycle: Take It from Wylie Coyote and "Don't Look Down"

By Dr. Barry A. Goodfield, Founder and Director, The Goodfield Institute
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The Goodfield Institute is a professional training organization of thirty years standing. We are dedicated to improving the understanding and practical application of all forms of communication. Our mission is helping people and organizations function in a more effective manner through better understanding and communication. We call this process "insight and action."

As the founder and director of the Institute, I spend a good deal of time not only working with organizations and individuals but also analyzing current events and writing about them. Watching and analyzing how the organizations of the world work - or don't work - is a fascinating and gratifying process and it provides insights that we utilize at the Goodfield Institute on a daily basis.

One ongoing series of events to which I have turned my attention has been the recent gyrations - or rollercoaster ride - of the stock market and the psychology behind it. Obviously, we all hear a great deal through the mass media about not only the markets but all sorts of real or perceived crises' around the globe: tainted food, mortgage company losses, Iranian nukes, immigration issues, budget deficits: you name it and they are fretting about it all over the media all day and all night. Of course, mass confusion has been the outcome for many, especially the small investor. This is a shame since they are the ones actually "playing with their own money," so to speak, and therefore their own future.

But given the 24/7 news spin cycle that we find ourselves in these days it should not come as a surprise that panic and confusion has taken hold, and we see the manifestations from erratic Wall Street numbers to panicked Chinese investors in Beijing to lines in front of London banks. But my worldwide experience in dealing with leaders of top corporations and governments tells me that this state of affairs is completely unnecessary.

For starters, the world economy is in strong shape, most probably the strongest it has been in years. This is not just my analysis, since I am a psychologist and not an economist, but it appears to be the accepted wisdom of many whom I respect. So then why the fear and churning that we see? I am convinced that it has much to do with the media spin cycle mentioned earlier: people have literally been scared into acting in a nonsensical manner, and as we know fear is a more powerful emotion and driver of action than is greed or exuberance, two other factors at work in the market.

So take it from a psychologist: investors need to relax, which will immediately allow them to make far better decisions. Business cycles come and go, as they are meant to do. Recognize that fact, do your research, pick your stocks well and for the longer term, and then sit tight. This has always been the best strategy and it still is. As Wiley Coyote himself learned over and over during his days chasing his prey the Road Runner: during tough times, just don't look down...

About Dr. Goodfield:

Dr. Barry A. Goodfield is Founder and Director of The Goodfield Institute, (www.goodfieldinstitute.com), and visiting professor, Henley-Putnam University (www.henley-putnam.edu).

The Goodfield Institute specializes in identifying the unconscious nonverbal signals. For the past 30 years he and his Institute has shared his methods with psychiatrists, psychologists, senior corporate executives, leading attorneys, and cabinet level officials around the globe. Fully analyzing potential executive hires for corporations is a central offering of the Institute. He has advised Presidents, Prime Ministers and other top leaders on crisis management and conflict resolution. Using the exclusive and patented Goodfield Method, the Institute trains leaders in numerous areas, including negotiation, communications, personal development, crisis management techniques, and a wide range of interpersonal behaviors

*In addition to his work at the Institute, Dr. Goodfield has lectured at The Foreign Service Program of Oxford University and was a visiting Professor at the Diplomatic Academy of London, University of Westminster. He is also an author, having published *Insight and Action: The Role of the Unconscious in Crisis from Personal to International Levels* in 1999.*

For five years Dr. Goodfield was protégé to semantics expert and United States Senator S. I. Hayakawa. He completed his Ph.D. in Psychology and Human Behavior at United States International University, with prior doctoral study at University of California Berkeley and Rutgers University.