



4 Years at Seed Investments

Every July I get a notification from LinkedIn congratulating me on my work anniversary - 4 years with Seed Investments this July! I joined the Seed Investment Team rather fresh out of university. After graduation, I had a 6-month stint as a data analyst before I was fully launched into the deeply fascinating and complex world of financial markets.

In this article Lisa Polson, Seed Investment Analyst gives us insight into her **4 Year Journey at Seed Investment.**

My Seed Journey

On my first day I was told that, for the considerable future, I was to spend at least 2 hours of my workday reading the news. No one anticipated just how interesting the news would get, and the very real and permanent change it would have on our work lives going forward. I was only about 6 months in when Covid hit South Africa. The commute from home to work suddenly turned into just a few steps from my bed to my desk, and with that we were quickly forced to adapt to a completely new way of doing things.

From my "home office", now in between a flood of Zoom meetings and webinars, I was still reading the news. I watched in amazement how a tweet from then-president Trump would throw markets off a cliff, and how a reddit thread caused a stock to soar 1700% within a week. Real life was much more interesting than the efficient market hypothesis I learned about in my Investment Management 354 class that suggests market participants are "rational people who make informed decisions".

Over the 4 years my daily news reading has very rarely been uneventful. In between pandemic news was headlines of failing SOE's, a downgrade to junk status, tons of Eskom troubles, global lockdowns, oil price wars, various geopolitical tensions, Brexit, elections, wars, inflation, rate hikes, debt ceilings, and the list goes on and on.

Over this time, I've also sat in on 86 Investment Committee meetings, hundreds of investment team morning meetings, and endless internal discussions on how to best filter out the noise, navigate uncharted waters and support clients in such tumultuous times. I've seen the power of teamwork and the value of having diverse personalities, perspectives and expertise all working towards a common goal. That goal being not the bottom line of the business but the most optimal outcome for investors, of which the decision makers are also counted amongst.

At Seed, many things look a lot different now than it did 4 years ago. A smaller office with a hybrid working model, a bigger team that's spread out across the province and even the globe. Less printing, less flights, more calendar invites, more products launched, and wider distribution. What hasn't changed is the team's commitment and drive to continually increase our value offering to partners and clients, to support advisors in their journey of helping clients achieve financial freedom, and to protect and grow investor's capital.

Today I still keep abreast of news, as being informed is important, but I've witnessed how always acting on the news is not a good investment strategy. Time has proven that while headlines might move the market over the short term, investment fundamentals still hold out over the long term, rewarding the patient and prudent. That is why we aim to be your steady guide through market volatility and financial storms, and to give you the knowledge, tools, and products that will empower you to be the seemingly elusive "rational people who make informed decisions."



Lisa Polson B.Com
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The Seed team looks forward to assisting you on your investment journey. Do not hesitate to take full advantage of our expertise by emailing any questions to investmentteam@seedinvestments.co.za. We always welcome the opportunity to engage with you!

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