



NOVEMBER 2025 INVESTMENT NEWSLETTER

Enjoy this month's instalment of our newsletter. It is packed with ideas and links that you may find interesting. As always, we're here if you'd like to discuss how any of these ideas might apply to your unique situation.

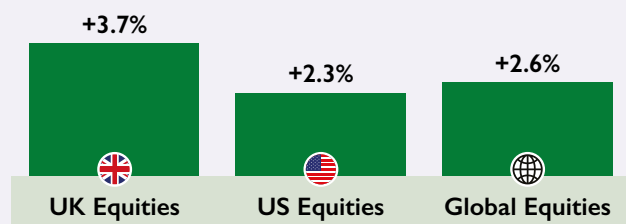
The Stock Markets

OCTOBER 2025

The key benchmark you should care about is achieving all of your financial and life goals, and not running out of money

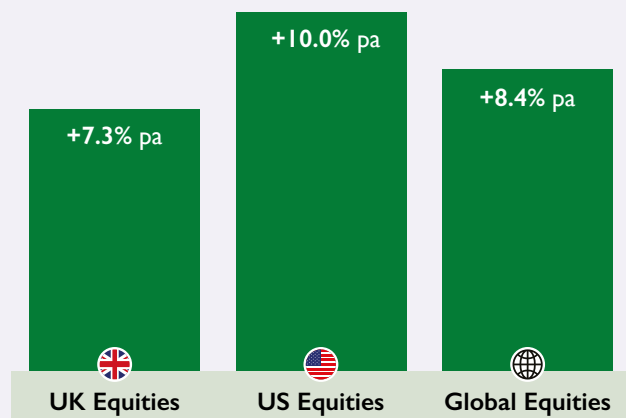
The Unimportant Numbers 1 MONTH

Monthly figures are a distraction from your long term goals.



The Important Numbers 30 YEARS

Investing in the Great Companies of the World has produced life-changing returns for the disciplined and patient investor over the last 30 years, the average length of a two-person retirement.



Source: FE Analytics, Humans Under Management. Returns are based on the total return of the respective indices, which assures all dividends are re-invested. Returns are in local currencies.

Inflation THE REAL ENEMY

OCTOBER 2025

The number one enemy of the long-term investor is the financial dragon called inflation (the silent but steady increase of prices over time).

An investment in the global share market has consistently provided protection from this enemy. To earn this return, you had to be willing to see your investment value temporarily decline by about -15% on average every year without being panicked into selling.



Sources: FE Analytics, Humans Under Management. For illustrative purposes only.



Watch

How the Scarcity Loop is Used to Hijack Our Attention

[View](#)

Listen

Your Future Self

[3 minutes].

Are they a stranger?

[Listen](#)



Please note past performance should not be regarded as a guide to the future. Also, there are a number of hyper links in this newsletter. Neither Shinfield Financial Planning, or Quilter Financial Planning are responsible for the accuracy of the information.

The Prophets of Doom

Something deep in human nature makes us lean in when we hear whispers of danger on the horizon.

Throughout history, prophets of doom have commanded our attention, warning of catastrophes only they could foresee. In our age, these prophets have traded robes for business suits, swapping predictions of divine wrath for forecasts of market collapse. Their stages are now financial networks, their scrolls replaced by charts, but their message remains unchanged: devastation approaches, and only they saw it coming.

After three years of solid market returns, they're back with familiar predictions. The same faces, the same warnings, year after year. Market history is filled with predictions that didn't materialise as forecast, yet somehow we still find ourselves drawn to listen.

Perhaps you've felt it yourself, that flutter of anxiety when a confident expert declares the party is over. Unfortunately, when predictions don't pan out, we forget. When they occasionally align with reality, that single success becomes legendary. And so the cycle continues, with each new market high bringing fresh warnings of imminent collapse.

Why Doom Sells (And Why We Buy It)

Our ancestors survived by overreacting to threats. Missing one danger could be fatal. Missing one opportunity just meant waiting for another. But times have changed. Our portfolios don't face sabre-toothed tigers, and market volatility isn't a survival threat; it's a normal feature of financial markets.

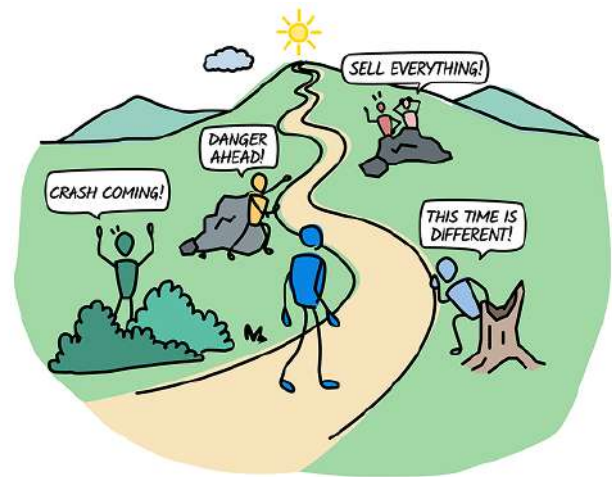
Perhaps the problem is that pessimism sounds protective, and optimism sounds like a sales pitch. The prophets position themselves as our caring protectors, so why wouldn't we listen?

The warning about AI bubbles today sounds remarkably similar to those who warned about the internet bubble in the 1990s. They were "right" eventually, but investors who listened missed years of extraordinary gains before the correction finally came and were scared out of owning great companies that are still around today.

Corrections of 10-20% occur regularly, so we understand that markets will decline again. The real risk of the forecasts is the certainty with which these prophets claim to know exactly when and by how much. Yet despite all we know about how markets behave, each new wave of warnings still finds an audience. History repeats itself, not through the events, but through our reactions to them.

The Real Cost of Listening

Even when warnings about a downturn contain some truth, reacting to them can still do more harm than good. Investors who change



course at the first sign of trouble often upset a carefully designed portfolio, lock in losses, and miss the subsequent recovery.

Markets move in cycles, but those cycles rarely unfold in a straight line. Trying to sidestep every decline usually means mistiming both the fall and the rebound.

The greater danger lies in breaking the long-term discipline that successful investing requires. A single reaction, made in fear or overconfidence, can undo years of steady progress. Rebuilding that confidence and structure later is far harder than holding it through a temporary decline.

Those who try to outguess events are left chasing the next move, always reacting instead of progressing. But financial markets reward patience and planning, not prediction. Every decision to stay the course, to rebalance rather than retreat, and to trust a sound process instead of a headline, strengthens the foundation for lasting wealth.

Turning Fear into Focus

The next time you come across a confident prediction of an impending crisis, pause and remember: not everyone in the financial world is playing the same game. The commentators on television, the traders chasing short-term moves, and the long-term investor building wealth over decades each have different goals. What feels urgent to them is often utterly irrelevant to you.

Your game unfolds over years and decades, not weeks. The purpose of your plan is not to predict what happens next, but to guide decisions that create security and freedom over time. That perspective lets you filter information instead of reacting to it.

When the next prophecy of doom appears, let it sharpen your focus rather than feed your fear. Remember what truly matters: a sound plan, steady saving, and patience through market cycles. Those are the real defences against uncertainty.

We are here to help you play your game well and stay confident, no matter what the markets bring.

Read



If You Think You're Too Smart to Get Scammed, Read This [5 minutes].

Scammers can target anyone, including intelligent and financially savvy individuals.

[Read the full article](#)

Just Stay Out of Trouble [7 minutes].

Taking the time to pause and reflect before acting can prevent regret and emotional turmoil.

[Read the full article](#)

Does Work-Life Balance Make You Mediocre?

[4 minutes]. The secret to extraordinary success, or a path to burnout and mediocrity?

[Read the full article](#)

If You Get the Chance [4 minutes].

Every chance is a valuable moment to practice and improve your skills.

[Read the full article](#)



What True Wealth Looks Like [5 minutes].

Money can enhance happiness when it is not pursued for social comparison or self-worth.

[Read the full article](#)

Wealth for Yourself vs. Wealth for Others

[4 minutes]. True fulfilment comes from using resources to improve the lives of others.

[Read the full article](#)

Rational Optimism

The media is not a friend of the disciplined and patient investor. Ignoring the key determinants of lifetime investor returns, the media focuses on short-term returns, market predictions, and negative news.

We present the following as an antidote to the onslaught of negative news:



The Zipper Is Getting Its First Major Upgrade in 100 Years

After a hundred years of stasis, YKK, the Japanese company that makes roughly half the world's zippers, has decided it's time to rethink the mechanism that holds much of modern clothing together.

[Read the full article](#)

Austria and Italy Finish Digging World's Longest Rail Tunnel

In mid-September, a boring machine defeated the last meter of rock 4,500 feet under the Brenner Pass in the Alps to connect the world's longest tunnel dug for railroad track.

[Read the full article](#)



Nobel Prize Win Buys Business Case for Creating Water from Air

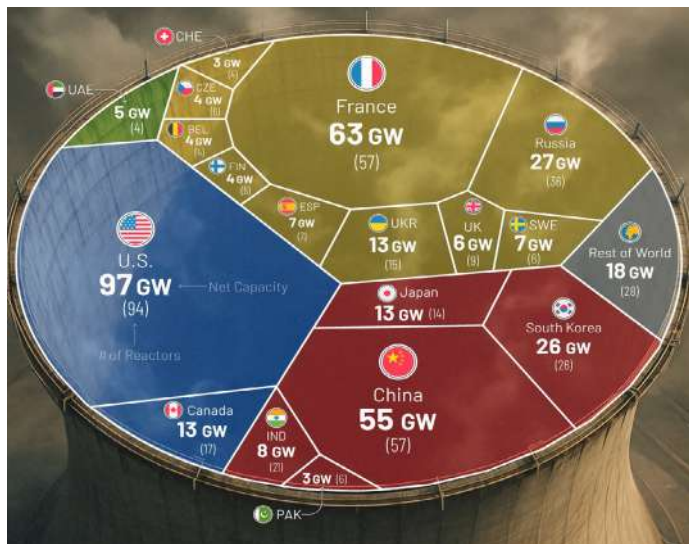
Professor Omar Yaghi won the 2025 Nobel Prize in Chemistry for a scientific breakthrough that his startup is now on the verge of commercializing. Its technology harvests water from the atmosphere in an increasingly arid world, with the global recognition set to give it a boost.

[Read the full article](#)



Visuals

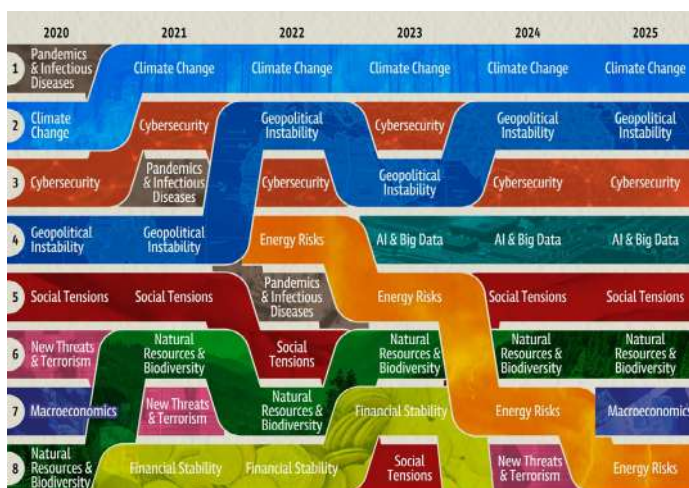
Nuclear Power Capacity by Country (2025)



Nuclear power supplies a steady source of low-carbon electricity across many grids. Yet the bulk of capacity is concentrated in a handful of countries. This chart breaks down where global nuclear capacity sits today. The data for this visualization comes from the International Atomic Energy Agency's Power Reactor Information System (PRIS).

[Read the full article](#)

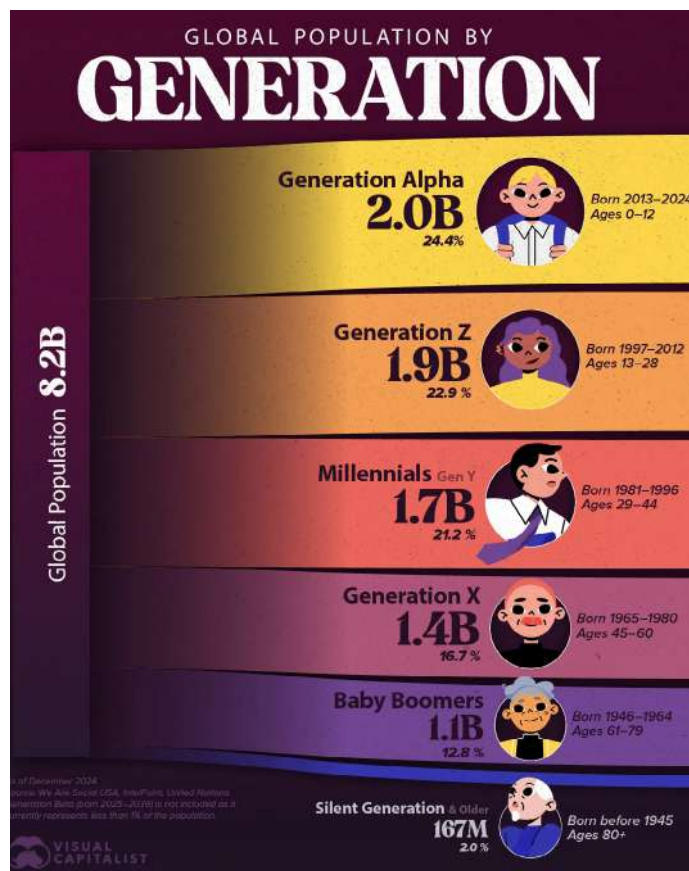
Visualising the Top 10 Global Risks (2020-2025)



From rising conflicts to geopolitical fragmentation, the global risk landscape looks very different than it did five years ago. Beyond these factors, advancements in AI are presenting both new opportunities and risks, covering everything from national security to the labor market. Meanwhile, extreme weather events continue to displace people and diminish crop yields across global regions.

[Read the full article](#)

The World's Population by Generation



As of December 2024, the global population has reached 8.2 billion. For the first time in history, nearly half of humanity belongs to Generation Z and Generation Alpha—the digital-native generations. This visualization ranks the world's population by generation, showing how age cohorts are distributed across the planet. The data for this graphic comes from We Are Social, IntelPoint, and the United Nations World Population Prospects 2024. Generation Beta (born 2025–2039), representing less than 1% of the population, is not shown in the graphic because of limited data.

Generation Alpha, born between 2013 and 2025, now includes roughly 2.0 billion people, or 24.4% of the world's population. Many of them are still in primary school, but they already outnumber every other generation.

[Read the full article](#)

**We hope that you enjoyed this month's newsletter.
Please let us know what you enjoyed, or write back
with any of your own news.**

As always, we're here for you. See you next month.