

# Changing the way YOU LOOK AT THINGS

## SO YOU CAN MAKE SENSE OF CHANGE



Many people have grandiose visions of changing the world. In reality, the world changes on its own accord every second. Making sense of the constant changes and the impact they have on people, places and things is unquestionably a daunting task. But not for Inferential Focus. This New York City based firm, in business for more than three decades, not only makes sense of the plethora of continuous changes, it also expertly explains them in ways that helps scores of clients make better investment decisions.

Managing partner Charles Hess, a master at piecing together a realistic perspective of today's global anomalies and recognizing patterns of change, co-founded this unique firm and is credited with its development and success. The team he helped amass at Inferential Focus is comprised of a blend of individuals with specialized talents and assorted backgrounds. This diversity ensures that clients receive a multiplicity of viewpoints, carefully researched and presented in concisely written materials and in-person conferences.

"We read through hundreds of journals and infer what hasn't been written. We provide clients with early diagnosis of what is going on in the world, and point out the most likely outcomes so that our clients can change their strategy and investments accordingly. We don't make predictions. What we provide is early recognition of significant, and often unexpected change. We're advising clients that the reality has shifted long



before it shows up in the headlines," Hess explained.

"When oil prices were dropping to \$8 per barrel in 1998, we advised our clients that oil had hit bottom and prices would soon be on the rise. As early as 2005, we told clients of what we warned would be a financial and economic "tsunami." We were also early to recognize and advise our clients of the effect cloud computing would have on the way people store computer data," Hess shared.

Institutional investors, corporations, and government agencies, some of whom have been clients of Inferential Focus for more than 30 years, rely on the firm's approach to business intelligence. The Inferential Focus team has an uncanny ability to decipher and decode vast volumes of complex facts, events, and data related to social, political, economic and technological changes. The firm closely examines seemingly unre-

lated facts and events and identifies emerging patterns, contexts, and turning points. This deep dive and comprehensive view of the world enables clients to position their investment portfolios and strategies ahead of the curve. "We take great pride in the correctness of our inferences. Our track record is over 90 percent accurate," Hess said.

The inevitability of change makes access to this level of insight and understanding into economic and social dynamics well ahead of the game an invaluable asset to the clients who rely on Inferential Focus. Because in today's climate of uncertainty, the only thing certain is change. ■

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