FOUNDATIONS · RESOURCE 19

Hyperfocus Investing

TL;DR · QUICK SUMMARY

- Some neurodivergent individuals may experience periods of intense focus on a particular topic or interest.
- In financial contexts, this can sometimes lead to highly detailed research, concentrated investing or rapid engagement with market information.
- Hyperfocus can bring strengths, but it can also create blind spots.
- Financial planning can help balance enthusiasm with long-term strategy.

A Note Before You Read On

This resource offers general guidance and reflects common experience, not professional, legal, medical or financial advice. It is not a substitute for employment law, HR policy, occupational health guidance, or individual professional assessment. Every person's experience of neurodivergence is different, so please adapt anything here to your own situation. The Uniquely Wired Network does not accept liability for decisions, actions or outcomes arising from the use of this material. If you need advice specific to your circumstances, please consult a qualified professional (e.g. HR, legal, medical, or financial advisor).

Why This Matters

Many financial planners work with clients who become deeply engaged in specific areas of finance.

This level of focus can bring valuable knowledge and motivation.

However, there can be a risk of concentrating too heavily on one idea, opportunity or strategy while losing sight of broader objectives.

Understanding this tendency can support more balanced conversations.

What This Might Look Like

A client may:

- Spend significant amounts of time researching investments.
- Follow financial markets closely.
- Become highly interested in specific sectors or assets.
- Want to discuss detailed technical information.
- Frequently review investment performance.
- Feel frustrated when asked to slow down decision-making.

What You Can Do

1. Acknowledge the Strength

Recognise the effort and knowledge the client has developed.

2. Reconnect to Bigger Goals

Help clients consider:

- Risk exposure.
- Diversification.
- Long-term objectives.
- Life goals alongside investment goals.

3. Encourage Reflection

Consider introducing cooling-off periods before significant decisions.

Helpful Phrases You Can Borrow

You don’t have to use these exact words — take what fits and leave the rest.

> “You’ve clearly spent a lot of time researching this.”

“How does this fit into your wider financial goals?”

“What would a balanced approach look like here?”

“Would it be useful to step back and look at the bigger picture?”

Quick Tips

- Recognise strengths and expertise.
- Avoid dismissing client research.
- Encourage broader perspective.

  Reconnect decisions to goals.
- Support informed decision-making.
- Discuss diversification.
- Balance enthusiasm with strategy.

Before You Go

Deep interest and enthusiasm can be powerful strengths.

The role of financial planning isn’t to suppress that interest.

It’s to help ensure energy and knowledge are aligned with long-term financial wellbeing.