

Let's Schmooze

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Kind Investments

That's an odd term. Who has ever heard of "kind" investments? Most would say that the term "kind investment" is an oxymoron, i.e., two terms that should not be found together. Financial investments are supposed to be rather "cold-blooded." After all, don't many folks say "business is business." Or, "nothing personal, it's just business?" Nothing particularly "kind" about those popular sayings!

Yet, it is kind investments that are the most satisfying. We know that it is thrifty investments that give us the long-term safety and yield that a good investment is supposed to offer. But, it is kind investments that give to us the personal joy and satisfaction in simply owning the investment, whatever the numbers may be.

What is a kind investment?

Well, for any investor facing an investment decision, there are three intertwined considerations toward which the feelings of kindness should be directed. First, there is the investor per se. Second, there are all the other possible investors, or fellow human beings. And third, there is the enveloping situation, or environment, within which the investor, the fellow human beings, and the investment itself exist.

Let's look at them for a minute.

An investment that is kind to the environment would leave the environment in as good ~ or better ~ shape after the investment than before the investment. The environment should remain unpolluted, or perhaps even cleaner. For the generations to come, the uses

of renewable resources should be maximized, and the use of non-renewable resources should be minimized. In short, a kind investment would be a blessing to the environment.

Ditto for an investment that is kind to one's fellow investors, i.e., humanity. An investment that is a blessing to humanity would rain increasing freedom and personal fulfillment on all of humanity, most probably thru the twin mechanisms of meaningful jobs and breakthrough inventions. Who would ever turn their back on more personal freedom and more personal fulfillment? Not you, and not me!

An investment that is kind to the investor, the holder, would cause the investor to feel like a better person simply for the holding. There is such a quiet satisfaction and sense of personal well being to know that not only is one invested in something that will preserve capital and yield a dependable income, but that one is invested in something that is also a blessing both to humanity and to the planet humanity calls home.

It's time. Let's bless ourselves. Let's seek out not only thrifty investments, but let's make sure that our chosen thrifty investments are also kind investments ~ kind to the planet, kind to our fellow human beings, and kind to ourselves. It's time for caring and gentleness. After all, the world that we live in is ~ the world that we build for ourselves.

Kind investments are out there for the seekers. Our first investments may not match our goals perfectly, but as we persist in seeking out kind and thrifty investments, over time we will find that our persistently seeking both kind and thrifty investments will eventually transform our planetary home into a better place for all those who dwell on it.

A utopia, perhaps?
Is it possible?

~ *'til we meet again* ~