

## Barry Nalebuff

Co-Founder and Chairman of Honest Tea, Expert on Using Game Theory to Improve Business Strategy

**Using Game Theory To Inform Business Strategy.** Game theory means rigorous strategic thinking. It is the art of anticipating your opponent's next moves, knowing full well that your rival is trying to do the same thing to you. Though parts of game theory involve simple common sense, much is counterintuitive, and it can only be mastered by developing a new way of seeing the world. In fascinating presentations, Barry Nalebuff engages his audience and walks them through the practical applications of game theory to everyday business practices in order to help them create new, effective strategies for their own organizations. Using a diverse array of rich case studies—from pop culture, TV, movies, sports, politics, and history—he shows how nearly every business and personal interaction has a game-theory component to it. Nalebuff then goes beyond the old rules of competition and cooperation to combine the advantages of both, leveraging an organization's internal and external business relationships. With his sharp wit and warm sense of humor, he changes the way audiences look at strategy and innovation.

**Why Not? The New Method For Innovation.** Barry Nalebuff shares insights and techniques on how to take the things we see every day and think about them in a new way. He offers a primer for problem-solving with a purpose and bringing the world a few steps closer to the way it should be. Insisting that innovation is a skill that can be taught, Nalebuff distills it into a few rules of thumb, outlining four central idea-generating tools that are simple and fun. These techniques force audiences to think creatively and challenge conventional wisdom as they learn how to approach innovation in their own organizations.

**Successful Negotiation.** In the “world's best talk on negotiation,” Barry Nalebuff approaches the art of negotiation from a new angle. When two parties are at odds over an issue, he believes the best way to approach the situation is to first ask, “What is the pie?” In other words, what are the participants negotiating over? What could they get separately versus what can they get together? How do you grow this “pie?” An expert negotiator who advised the NBA in their talks with the National Basketball Players Association, Nalebuff teaches audiences his framework for ensuring smooth and effective negotiations that benefit all parties involved.