

Jeff Kreisler

Expert on Behavioral Economics, Best-Selling Author, and Former Stand-up Comedian

Understanding Why We Do The Things We Do. Why don't we value our future comfort and security as much as our present pleasure and spending? Why do certain choices often feel like they cause physical pain? Why does having to choose between too many, complex options cause us to make irrational choices? Jeff explores these questions and more as he dives into the heart of our decision-making process.

Sharing his dynamic take on the behavioral science at work behind our collective decision-making, Jeff exposes and explores the hidden forces that secretly drive our choices. Plus, he explains why irrational behavior often interferes with best intentions when it comes to our relationships, careers, savings structures, and more. Packed with "Aha!" moments, this talk also offers practical (and often entertaining) insights help create better decision-making structures for the irrational and illogical among us.

The Decision Making Processes of Your Customers & Clients. Consumers in today's society are changing their decision making processes and how they communicate their preferences. How can companies prepare for a new era of consumers? Jeff Kreisler can walk companies from every industry through the principles that shape these decisions and preferences to help them prepare for the future. Jeff wants businesses to understand why and how consumers' decisions impact their bottom line. Sharing his dynamic take on the behavioral science behind our collective decision-making, Jeff exposes and explores the hidden forces that secretly drive consumer choices.

Behavioral Finance For Investors & Wealth Managers: A Guide For Professional Investors & Fund Managers On The Forces Impacting Their Money Management Decisions. In this tailored talk for wealth managers, Jeff Kreisler not only covers his primary research on behavioral economics but also explores the ways human psychology impacts client relationships with financial professionals.

Touching on things like how to build trust and win new clients, how to lead people to make more rational decisions that are not rooted in emotion, and how to encourage clients to "compete on saving" rather than on spending, Kreisler offers a fast-paced and informative look at the human behavior that drives client interactions with money and financial institutions—plus how to talk to clients in a way that drives moves the needle more closely towards win-win scenarios.

The Behavioral Science of Compliance. Why we make poor decisions and what we can do about it.

In this engaging, entertaining, and heavily-researched compliance presentation, Jeff Kreisler—the best-selling author of the book, *Get Rich Cheating* ("Delectable" - The New York Times) and, co-author with Dan Ariely, *Dollars and Sense: How We Misthink Money and How to Spend Smarter* ("A brilliant and accessible look at behavioral economics" - The Washington Post)—reveals the hidden forces that lead to unethical decisions. He explains why irrational behavior often interferes with our best intentions and demonstrates ways to rethink our personal and professional lives to encourage and enable better decision-making outcomes.

Understanding human nature allows us to create systems, frameworks and environments to reach better outcomes. Behavioral nudges and principles should be an essential part of our toolkit to incentivize ethical decision-making, especially during periods of stress, uncertainty, and change.

