

Jeff Kreisler

Expert on Behavioral Economics, Head of Behavioral Science at JP Morgan, Head of Content for Bescy, Best-Selling Author, & Former Stand-up Comedian

Dollars & Sense (Financial & Investment Decision-Making): How do our clients, employees and partners think about money, why do we make so many irrational financial decisions and what can we do about it? Jeff shares the practical and entertaining insights of behavioral science to help create better financial decision-making structures for the irrational and illogical among us. He exposes the hidden forces that secretly drive choices about money, explains why irrationality overrides logic in finances, saving and investing and then provides practical tools to reframe our financial choices and, ultimately, live better lives.

Understanding Why We Do The Things We Do (Consumer Decision-Making): 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 the consumer decision-making process.

The Science of Doing the Right Thing (Compliance & Ethics): In this heavily researched presentation, the former attorney reveals why we make unethical decisions and how to reframe our professional & organizational structures to enable better outcomes.

Motivate This (Engagement): Behavioral insights into employee incentives and motivation

Making It WOW! Behavioral principles for travel, events and experience design

Humor & Change Design: The science of using humor to design behavior change