

Jeff Kreisler

Expert on Behavioral Economics, Head of Behavioral Science at JP Morgan, Head of Content for Betsy, 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.

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.

From IQ to EQ in the Age of AI As artificial intelligence makes knowledge and technical skills universally accessible, the true differentiator will no longer be IQ – factual intelligence – it will be EQ – emotional intelligence. In this urgent, thought-provoking and actionable keynote, Jeff shares the insights about human behavior which will lead this new era. It's no longer enough to just know what our people do, we must also understand why. Discover how to empower empathy, trust and decision-making frameworks and why those who truly understand people will be best positioned for a future where intelligence is abundant, but humanity is irreplaceable.

Family Money: The challenges and opportunities of talking about wealth Jeff shows how research and hands-on experience empowers us to have conversations about money, harness our values and create frameworks so that our family wealth, relationships generations flourish.

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. MCLE credits avail.

Motivate This (Engagement) What forces impact our engagement, motivation, satisfaction and relationships with our jobs and careers? Learn about the important discoveries, experiments and successes from behavioral science to create a more motivated, appreciated, incentivized and engaged team. Those leaders who foster and support their teams through the latest in proven science will be the ones whose companies – and people – thrive.