

# Jeff Kreisler

**Behavioral Science Pro, Bestselling Author, Acclaimed Speaker, Funny**



**Jeff Kreisler** is just a typical Princeton educated lawyer turned award-winning comedian, best-selling author and champion for behavioral economics.

His second book – *Dollars And Sense: How We Misthink Money and How To Spend Smarter* – was co-authored with Dan Ariely and is available in over 20 countries. It was dubbed Best Business Book of the Year by Business Insider, Huffington Post, Audible, and the Washington Post ("A brilliant and accessible look at behavioral economics").

Jeff is also Editor-in-Chief of PeopleScience.com, a new thought-leadership platform for applying behavioral science to the modern marketplace. He won the Bill Hicks Spirit Award for Thought Provoking Comedy, writes for TV, politicians & CEOs, has appeared on CBC, CNN, FoxNews, MSNBC, Current TV & Sirius/XM and has toured most of this planet.

Jeff uses behavioral science, real life and humor to understand, explain and change the world. *The New York Times* calls him “Delectable,” *The Economist* said his was “A truly special event” and his kids still think he’s “cool.” His first book was the satire *Get Rich Cheating*.

## Recent Clients

- Capital One
- Goldman Sachs
- Wells Fargo
- State Street Global Advisors
- SunTrust
- State Farm Insurance (C-Suite)
- Allstate Insurance
- Canada CPA Financial Literacy
- Mobey Banking Forum Copenhagen
- YPO (Young Presidents Org)
- Pensions & Investments
- NAPA 401(k) Summit
- IFEBP (Employee Benefits)
- CX for Financial Services
- Forrester CX Forum
- Lead Generation World
- Genentech Biotech
- Taco Bell (Yum!)

## Recent Praise

"A terrific closing keynote!" - Chief Marketing Officer, Yum! Brands

"What a success Jeff Kreisler was with our conference. He delivered on my expectations and so much more. I just wanted to compliment him on really listening to our interests during the pre-call... He was exactly what I hoped to create as the opening to our morning of consumer insights." – CEO, C.R.N.

"It was truly an inspiration and you were quoted many times by other presenters the next day. Thank you again for traveling all the way to Denmark." - Executive Director, Mobey Banking Forum

"Your presentation was great!" - Director of Healthcare Compliance, Genentech

## Video

[Keynote on Behavioral Economics \(short clip\)](#)  
[On CNBC's Grow "How Cognitive Bias Affects Your Investments"](#)  
[The Behavioral Science of Compliance](#)

*Topics, Press & Media and Contact on next page...*

## Topics

**Dollars and Sense:** How do your clients, customers, employees, partners, family and friends think about money and why do they make the irrational financial decisions that they do? How can behavioral economics help us reframe our choices for better outcomes?

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. Jeff explains why irrational behavior overrides rational logic when it comes to managing finances, saving and investing... and he then provides practical tools to help improve our financial choices and, ultimately, live better lives.

**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 explains why irrational behavior often interferes with best intentions. 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 Behavioral Science of Compliance:** *The Science of Doing the Right Thing.* In this heavily researched presentation, the former attorney reveals why we make unethical decisions and ways to reframe our personal, professional and organizational structures to enable better outcomes.

**Motivate This:** Behavioral insights applied to employee engagement, incentives and motivation.

**Designing Scientific WOW!** Behavioral principles for crafting events and experiences.

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

## Sample Press & Media

- [Reviews, Interviews, Features & Best Book lists](#) for *Dollars and Sense* (including CNN, NPR, Wall Street Journal, Washington Post, Time, Inc. and Publisher's Weekly)
- [Fast Company](#) about the science of "Dumb But Common Hiring Practices"
- [Inc.](#) on the consumer behavior lessons from the Peloton holiday ad controversy
- [The New York Times](#) about poor spending decisions
- [Business Insider](#) on how to "crush" business presentations, scientifically speaking
- [CNBC-powered Acorns](#) re: stock market volatility and also re: [investment traps](#).
- Wharton Business Radio [talking about hiring biases and recent college grads](#)
- Associated Press "[Why College Students Take On Loans They Can't Repay](#)"
- [Nerdwallet interview](#) on banking apps
- [QUARTZ](#) on "Why scaring people into saving for retirement doesn't work"
- [SHRM.org](#) on the science of the gig economy
- [In HR Executive](#) re: the college admissions scandal and business organizations
- An e-book about [Behavioral Economics in Banking](#)
- Recruiter.com [on the Cult of Busy](#)
- HR Daily Advisor talking [unconscious bias at work](#)
- [Think Advisor:](#) Jeff Kreisler on How to Maximize Retirement Savings
- PCMA / Convene Magazine [interview](#)
- [ThriveGlobal:](#) "I Would Like To Make Critical Thinking Cool"

## Contact

References, schedule & more: [JeffKreisler.com/Speaking.html](http://JeffKreisler.com/Speaking.html) • [jeff@jeffkreisler.com](mailto:jeff@jeffkreisler.com)