



WORLDWIDE SPEAKERS GROUP LLC
YOUR GLOBAL PARTNER IN THOUGHT LEADERSHIP

TALI SHAROT

Award-winning author and acclaimed Professor, Tali Sharot is a leading expert on decision-making and emotion. Professor Sharot divides her time between MIT and University College London where she directs the Affective Brain Lab. Sharot's thought-provoking insights have helped organizations induce behavioural change, create decision-making policies, and shift beliefs.

Sharot's ground-breaking work at the intersection of behavioral economics, psychology and neuroscience has been used by businesses to improve leadership skills, rethink messaging and refine strategy. Sharot is known for delivering engaging talks that are simultaneously lively and informative – explaining deep ideas about human behaviour in a simple way and highlighting how those insights can be implemented in a range of fields including finance, marketing, health and public policy. Her books - *The Influential Mind: What the Brain Reveals About Our Power to Change Others* and *The Optimism Bias: A Tour of the Irrationally Positive Brain* - have been widely praised, including by the New York Times, Time magazine, Forbes, The Huffington Post and more. Professor Sharot has been a guest on CNN, The Today Show, MSNBC, co-presented BBC's Science Club and spoke at TED.

Her speaking audiences also include Google, Microsoft, The European Parliament, Goldman Sachs, Prudential, Citibank, Deloitte & Touche, Johnson & Johnson and the World Economic Forum, among many others. She has written for top publications including TIME magazine, The Guardian, The Washington Post and the New York Times.