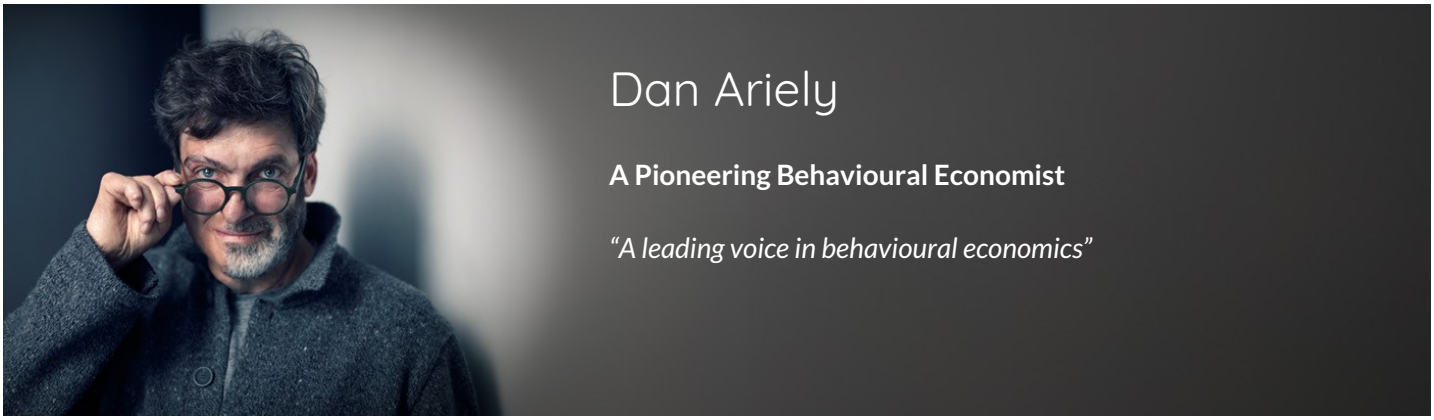

Daniel Ariely is one of the world's foremost behavioural economists, bestselling author and internationally recognised authority on human decision-making. As the James B. Duke Professor of Psychology and Behavioral Economics at Duke University and founder of the Center for Advanced Hindsight, he has spent decades uncovering why people consistently make irrational yet predictable decisions and how organisations can use these insights to improve performance.

TOPICS:

- Behavioural Economics
- Human Behaviour
- The Psychology of Money
- Consumer Behaviour
- Innovation and Creativity
- The Future of Work

LANGUAGES:

He presents in English.

PUBLICATIONS:

2023	Misbelief: What Makes Rational People Believe Irrational Things
2020	Amazing Decisions
2017	Dollars and Sense: How We Misthink Money and How to Spend Smarter
2016	Payoff: The Hidden Logic That Shapes Our Motivations
2015	Irrationally Yours
2012	The (Honest) Truth About Dishonesty

IN DETAIL:

Trusted by Fortune 500 companies, government institutions and global organisations, Daniel translates cutting-edge behavioural science into practical strategies that transform leadership, customer experience, workplace culture and business growth. His bestselling books, influential TED Talks and pioneering research have made him one of the most sought-after keynote speakers on behavioural economics, innovation and the psychology behind everyday decisions. Combining scientific rigour with engaging storytelling and real-world case studies, Daniel equips audiences with actionable tools to make better decisions, inspire behavioural change, strengthen ethical leadership and create lasting competitive advantage in an increasingly complex world.

WHAT HE OFFERS YOU:

Daniel Ariely offers audiences a fascinating exploration of the hidden influences behind human behaviour. His talks reveal why people make seemingly irrational decisions, how incentives and social norms affect behaviour, and why traditional assumptions about rational decision-making often fail. Drawing on behavioural economics and real-world examples, he helps audiences understand how people actually think and choose.

HOW HE PRESENTS:

A highly sought-after speaker, Ariely combines groundbreaking research with humour, storytelling and relatable everyday examples to challenge assumptions and offer fresh perspectives on how individuals and organisations make choices. His presentations are intellectually stimulating without being overly academic, encouraging audiences to question their assumptions and see familiar behaviours in entirely new ways.