Katy Milkman

Award-Winning Behavioral Scientist

"One the world's top 50 Management thinkers"

Katy Milkman is the esteemed James G. Dinan Professor at The Wharton School of the University of Pennsylvania, the ex-President of the international Society for Judgment and Decision Making, and the host of Charles Schwab's acclaimed behavioural economics podcast, Choiceology.

TOPICS:

○ Behavioral Science
○ How to Change: Adapting for a Post-Pandemic World
○ Changing Behavior: Guiding Employee and Customer Choices for Good
○ Decision Biases: Improving the Quality of Our Everyday Decisions

LANGUAGES:

She presents in English.

PUBLICATIONS:

2021 How to Change: The Science of Getting from Where You Are to Where You Want to Be

IN DETAIL:

Katy is also the Co-Founder and Co-Director of the Behaviour Change for Good Initiative, a research center with the mission of advancing the science of lasting behaviour change. Her research is transforming our understanding of that concept. Over the course of her career, Katy has worked with or advised dozens of organisations on how to spur positive change, including Google, the U.S. Department of Defense, the American Red Cross, 24 Hour Fitness, Walmart and Morningstar. An award-winning scholar and teacher, Katy writes frequently about behavioural science for major media outlets such as *The Washington Post, The New York Times, and The Economist.*

WHAT SHE OFFERS YOU:

Katy Milkman's research shows why timing is paramount in making a change, how to utilise temptation and inertia to achieve goals, and why giving advice can help you achieve more, even when facing obstacles.

HOW SHE PRESENTS:

Katy, a change expert, uses science, humour and real-world stories from How to Change to help us confront our toughest challenges. Result: a science-backed guide for adapting to post-pandemic needs.