Nir Eyal is a globally recognised behavioural design expert, bestselling author, and keynote speaker who helps organisations understand the psychology behind customer engagement, innovation and attention. Combining behavioural science, psychology and technology, this influential speaker has become one of the world's leading authorities on habit formation, consumer behaviour and focus in the digital age. His evidence-based insights help business leaders navigate an increasingly distracted world while building products, services and workplace cultures that create lasting value.

TOPICS:

- Behavioural Design & Habit-Forming Products
- Indistractable: Focus, Productivity & Performance
- Consumer Psychology & Decision-Making
- Innovation Through Behavioural Science
- Building Customer Engagement & Loyalty
- Leadership, Attention & Thriving in the Digital Age

LANGUAGES:

He presents in English.

PUBLICATIONS:

2019	Indistractable: How to Control Your Attention and Choose Your Life
2014	Hooked

IN DETAIL:

Nir Eyal is the bestselling author of Hooked: How to Build Habit-Forming Products and Indistractable: How to Control Your Attention and Choose Your Life. His work has established him as one of the foremost experts on behavioural design, consumer psychology, attention management and product innovation. His research has appeared in Harvard Business Review, The Wall Street Journal, The New York Times, Time, The Atlantic and Psychology Today. Consequently, he has become a trusted voice for organisations seeking a deeper understanding of human behaviour and the future of digital engagement.

WHAT HE OFFERS YOU:

Nir Eyal helps organisations understand the science behind human behaviour and customer engagement. Drawing on behavioural psychology, neuroscience and years of entrepreneurial experience, he provides practical frameworks for improving innovation, strengthening customer loyalty, increasing workplace productivity and building high-performing teams. His presentations leave audiences with actionable strategies that can be applied immediately across business, leadership and product development.

HOW HE PRESENTS:

Nir Eyal delivers engaging, research-driven presentations that combine compelling storytelling with practical business insights. His style is clear, thought-provoking and highly interactive, making complex behavioural science accessible to audiences of all backgrounds. Every keynote balances academic research with real-world examples, ensuring everyone leave informed, inspired and equipped with practical ideas.