



TALI SHAROT

Renowned neuroscientist and professor specializing in the neural basis of emotion, decision-making, and optimism

-
- A behavioral economist interested in combining the insights of psychology and economics to solve big societal problems
 - Director of Affective Brain Lab: Leads research at UCL on how emotions influence cognitive functions and decision-making
 - Author of Bestselling Books: Wrote "The Optimism Bias" and "The Influential Mind," exploring human behavior and the science of influence
 - TED Speaker: Her talks on optimism and decision-making have been viewed over 15 million times.
 - Award-Winning Scientist: Received prestigious fellowships and won the British Psychological Society Book Award in 2014 and 2018
 - Media Contributor: Frequently featured in major media outlets discussing neuroscience, behavior, and public policy implications.
-

Tali Sharot is an Israeli-British-American neuroscientist and a professor of cognitive neuroscience at University College London (UCL) and MIT. She began her academic journey at Tel Aviv University, where she earned a B.A. in economics in 1999. She then pursued an M.A. in psychology at New York University (NYU) in 2002, followed by a Ph.D. in psychology and neuroscience from NYU. Sharot is widely recognized for her groundbreaking research on the neural basis of emotion, decision-making, and optimism, aiming to enhance overall well-being through a deeper understanding of these processes.

Sharot is particularly known for her discovery of the neural mechanisms underlying human optimism, with her research published in numerous prestigious journals. In her acclaimed books, "The Optimism Bias" and "The Science of Optimism," she explores the evolutionary advantages of unrealistic optimism as well as its potential risks. Her work has broad implications across various fields, including health, finance, cybersecurity, and policy, and has been widely covered in the media. She is a frequent guest on radio programs and regularly featured in print media. Her 2017 book, "The Influential Mind: What the Brain Reveals About Our Power to Change Others," discusses the critical role of emotion in influence and the limitations of data in changing minds. This book was selected as one of the Best Books of 2017 by Forbes, The Times UK, The Huffington Post, Bloomberg, Greater Good Magazine, Inc., and Stanford Business School, among others.

As the Director of the Affective Brain Lab, Sharot leads a team that investigates how emotions affect cognitive functions and contribute to mental health disorders. The lab utilizes advanced methodologies, including neural imaging, pharmacological studies, and genetic analysis, to understand human behavior and brain mechanisms. The goal of this research is to apply these findings to real-world scenarios, addressing the negative impacts of brain dysfunction.

Sharot's work has earned her several prestigious awards and fellowships from the Wellcome Trust, the Forum of European Philosophy, and the British Academy. She received the British Psychological Society Book Award in 2014 for "The Optimism Bias" and again in 2018 for "The Influential Mind." Recognized as one of the leading female scientists of her generation, she has been listed among the 15 exemplary Israeli-born scientists. Her TED talks have amassed over 15 million views, further demonstrating her impact in the field.

of neuroscience and psychology.

TEMAS

Tali tailors each presentation to the needs of her audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- The Science of Decision-Making
- Optimism Bias and Its Impact
- The Power of Influence
- Behavioral Change and Neuroscience
- Emotion and Decision-Making

PROGRAMAS

Tali Sharot's keynotes are known for being engaging and insightful, combining rigorous scientific research with practical applications to everyday life and work. She provides audiences with a deeper understanding of the brain's workings and inspires them to harness this knowledge to improve their decision-making and influence skills.

"The Optimism Bias: Understanding the Irrationally Positive Brain"

In this keynote, Tali Sharot delves into the concept of the optimism bias, a cognitive bias that leads individuals to believe they are less likely to experience negative events and more likely to experience positive ones. She explains the evolutionary advantages of optimism and how this bias can affect our personal and professional lives. Sharot provides practical insights into how to balance optimism with realism to make better decisions.

"The Influential Mind: The Science of Persuasion and Decision-Making"

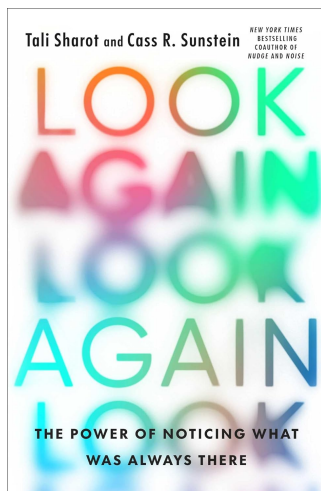
This keynote explores the neuroscience of influence and persuasion. Sharot shares research findings on how the brain processes information and forms beliefs, emphasizing the importance of emotions in decision-making. She provides actionable strategies for effectively communicating and influencing others, whether in a corporate setting, personal interactions, or public speaking.

"Emotion, Cognition, and Behavior: Bridging the Gap for Effective Leadership"

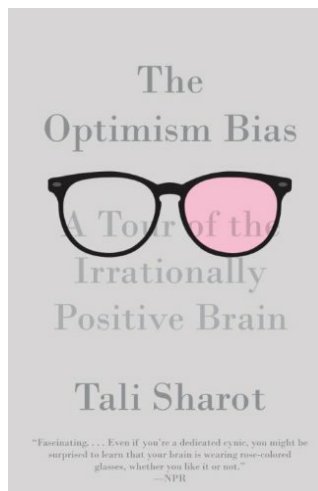
In this keynote, Tali Sharot discusses how understanding the interplay between emotion, cognition, and behavior can enhance leadership and management practices. She offers insights into how leaders can foster a positive work environment, motivate teams, and drive change by leveraging emotional intelligence and cognitive psychology principles.

PUBLICACIONES

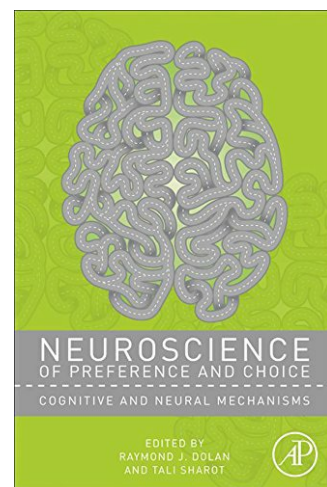
Libros



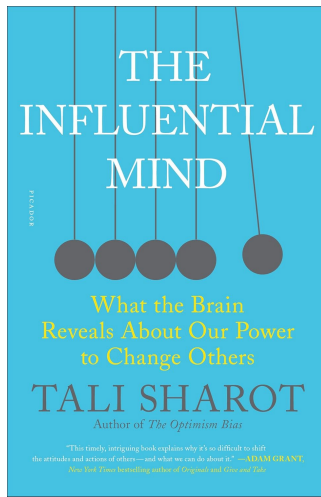
LOOK AGAIN



THE OPTIMISM BIAS



NEUROSCIENCE OF
PREFERENCE AND
CHOICE



THE INFLUENTIAL MIND

CONDICIONES

- **Travels from:** London
- **Fee Range:** Please Inquire

*Fee Range:

Fee ranges listed on this website are intended to serve as a guideline. Please note: if a speaker has a fee range listed such as USD 20.000 to USD 40.000, it indicates that the fee falls within that range. Speakers' fees are subject to change without notice. Fees often vary based on several factors, including speaker's availability, length of presentation, supply and demand, and event location, among others. Please contact us with your specific event details and requirements, and we will provide you with a precise quote.
