



NATHALIE NAHAI

Best-selling author, behavioural science advisor and artist empowering leaders to harness agency, creativity and human potential in the AI era

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- International speaker, behavioural science advisor and best-selling author of Webs of Influence and Business Unusual
 - Expert at combining psychology, persuasive tech, ethics and human behaviour to deliver frameworks that drive meaningful engagement
 - Trusted by global brands and institutions (Google, Unilever, Accenture, Harvard Business Review)
 - Host of In Conversation with Nathalie Nahai and contributor to Guardian, podcasts, radio and media
 - Deeply creative and interdisciplinary: also an award-winning [artist](#), musician, and thinker integrating arts + science in her work
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Nathalie Nahai is a globally sought-after speaker, behavioural science advisor, author, and multidisciplinary thinker who helps brands and organizations communicate with integrity, build agency, and deepen human connection in an age of AI. With academic grounding in psychology and early experience as a web designer, Nathalie developed a unique vantage point for mapping how humans behave online and offline.

Her bestselling book *Webs of Influence: The Psychology of Online Persuasion* is widely used in business and academia, translated into multiple languages. Her subsequent book, *Business Unusual: Values, Uncertainty and the Psychology of Brand Resilience*, explores how organizations can adapt to the evolving dynamics of consumer behaviour, values, and trust in volatile times.

Nathalie has delivered keynote talks at major conferences such as SXSW and Web Summit, and has lectured at world-class institutions including Cambridge, UCL, Lund, and Hult. Her clients include Fortune 500 firms like Google, Unilever, Accenture, and media partners like Harvard Business Review.

Beyond speaking, Nathalie hosts the podcast *In Conversation*, contributes regularly to the Guardian and other media, and curates Flourishing Futures Salon, gatherings that explore meaning, values, and resilience in times of change. Her work blends science, art, ethics and narrative to guide leaders in bridging the human-technology divide with purpose.

TEMAS

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

- Artificial Intelligence
- Leadership
- Innovation
- Future Trends
- Branding & Marketing

- Psychology & Neuroscience
 - Customer Service & Experience
 - ESG & Social Responsibility
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PROGRAMAS

Reclaiming Human Connection in an Age of AI

As we look towards a more automated, performance-oriented future – from how we engage consumers to the ways in which we work – it can be easy to believe there's increasingly little room for our own ingenuity, skills and imagination. Yet as technology becomes increasingly integrated into all aspects of life, it is precisely our ability to step back and understand others at a more meaningful level that will enable us to thrive.

In a quantified world, as marketing transforms from mass media to hyper-personalised, algorithmically targeted content, we must find new ways to reach through the noise to create genuine, memorable moments of connection. Given the challenges we face in retaining human connection in an increasingly technological world, this talk will showcase how our success (or failure) ultimately relies upon our capacity to capture and transport people's imaginations.

Trust, Connection & Agency in an Age of AI

Every day we're bombarded by new headlines about AI – how it's evolving, the threats and benefits it poses to our jobs, and how it will transform our lives.

Yet how much of this is hype? When it comes to reclaiming our agency, how can we discern fact from fiction? And in the face of increasingly automated interactions, how do we prioritise real connection, while navigating the promise and perils of synthetic relationships?

In this talk we'll explore how to isolate the signal from the noise.

From the most exciting advancements in emerging technologies, to the most challenging issues they bring, we'll unpack some of the insights, context and critical skills you'll need in order to assess and leverage AI to augment (rather than undermine) your work, your social

connections, and your future.

Business Unusual: The Psychology Behind Resilient Brands

In the face of so much volatility, uncertainty, complexity, and ambiguity, and with so much of our communication now online, how can organisations adapt to rapidly changing consumer behaviours and expectations, in order to future-proof their brand and reputation?

Drawing upon her most recent book, *Business Unusual*, this keynote explores the role of trust and transparency in decision-making and how to harness trends around social identity, values and eudaimonic consumerism.

Diving into the psychology behind the trends, you'll discover how to meet our deeper hidden needs for self-determination, and learn how to drive meaningful, mutually beneficial customer experiences while earning greater customers trust and loyalty.

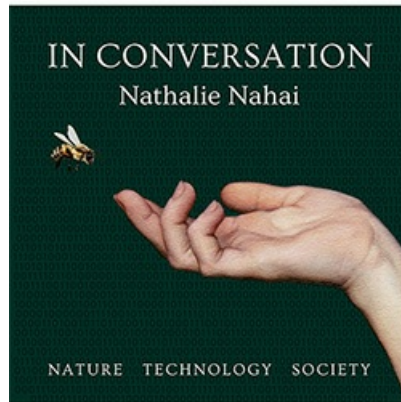
Keynotes & Fireside Chats

Nathalie doesn't just deliver keynotes on persuasive tech, AI, trust, agency, psychology, and how to reclaim human connection in an age of AI...

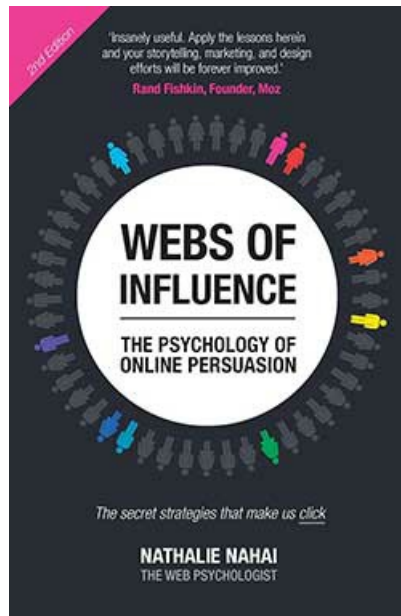
From panels and fire-side chats (Web Summit) to hosting events (Guardian Changing Media Summit), Nathalie also moderates and facilitates other speakers to bring out the best from their insights and stories.

PUBLICACIONES

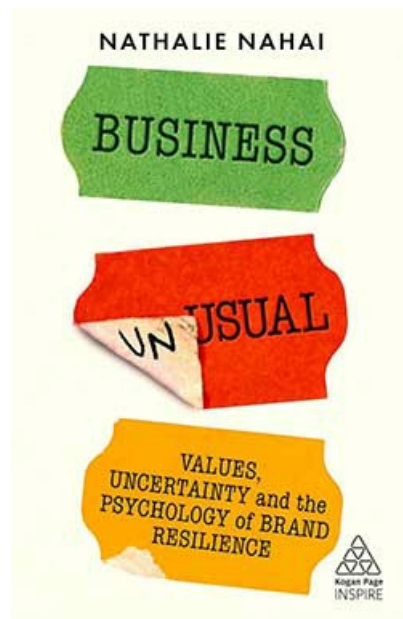
Libros



PODCAST: IN CONVERSATION



WEBS OF INFLUENCE



BUSINESS UNUSUAL

CONDICIONES

- **Travels from:** Barcelona, Spain
 - **Fee Range:** Please Inquire
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