

TALI SHAROT

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

---

- A Leading Expert on Decision-Making and Emotion: Combines behavioral economics, psychology, and neuroscience to understand the forces shaping human beliefs and choices
- Director of the Affective Brain Lab: Leads research at University College London on how emotions influence cognition and decision-making
- Author of Bestselling Books: Wrote The Optimism Bias, The Influential Mind, and Look Again, widely praised by The New York Times, Forbes, and other leading outlets
- TED Speaker: Her talks on optimism, influence, and behavior change have been viewed more than 17 million times
- Global Corporate Speaker: Has presented for organizations including Google, Microsoft, NATO, Goldman Sachs, Prudential, the European Parliament, and the World Economic Forum
- Media Contributor: Has written for TIME Magazine, The Guardian, and The New York Times, and

appeared multiple times on CNN and MSNBC

Tali Sharot is an Israeli-British-American neuroscientist and professor of cognitive neuroscience at University College London (UCL) and the Massachusetts Institute of Technology (MIT). She began her academic journey at Tel Aviv University, where she earned a B.A. in economics. She later completed an M.A. in psychology and a Ph.D. in psychology and neuroscience at New York University. Sharot is widely recognized for her groundbreaking research on the neural basis of emotion, belief formation, and decision-making, aiming to improve well-being and societal outcomes by understanding how the human mind processes information and forms judgments.

Sharot is particularly known for her discovery of the neural mechanisms underlying human optimism. Her research has been published in numerous prestigious journals and has influenced fields ranging from public policy and healthcare to finance and cybersecurity. In her acclaimed books The Optimism Bias, The Influential Mind, and Look Again, she explores why people often hold overly positive beliefs about the future, how emotions drive influence and persuasion, and why revising our beliefs is critical for learning and progress. Her work highlights the complex interplay between emotion, cognition, and behavior, offering powerful insights into how individuals and organizations can make better decisions.

As the Director of the Affective Brain Lab at UCL, Sharot leads a multidisciplinary team investigating how emotions influence cognition, learning, and decision-making. Using advanced methods including brain imaging and behavioral experiments, the lab explores how beliefs are formed, how they can change, and how these processes affect mental health, motivation, and social behavior. The ultimate goal of this research is to translate scientific insights about the brain into practical applications that improve individual and collective decision-making.

Sharot's work has earned her international recognition and prestigious fellowships from organizations including the British Academy and the Wellcome Trust. She is also a highly sought-after speaker, regularly presenting her research to global audiences across

business, government, and academia. Her talks have reached millions through conferences, media appearances, and TED presentations, which have collectively garnered more than 17 million views.

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

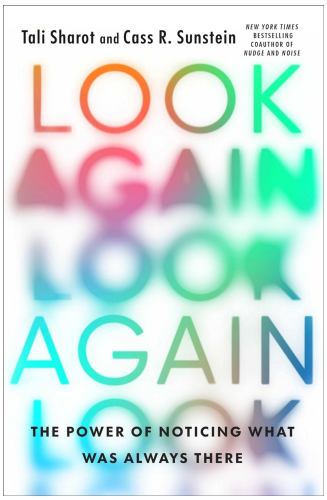
This keynote explores the neuroscience of influence and persuasion. Sharot shares research findings on how the brain processes information and forms beliefs, emphasizing the importance of emotions in decision-making. She provides actionable strategies for effectively communicating and influencing others,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

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

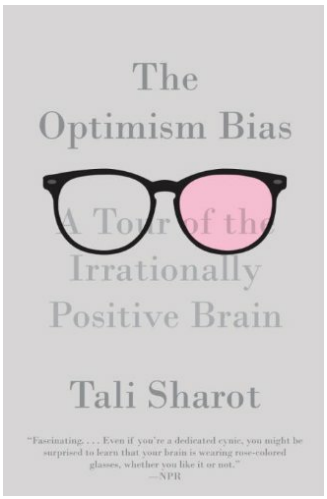
In this keynote, Tali Sharot discusses how understanding the interplay between emotion, cognition, and behavior can enhance leadership and management practices. She offers insights into how leaders can foster a positive work environment, motivate teams, and drive change by leveraging emotional intelligence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

PUBLICACIONES

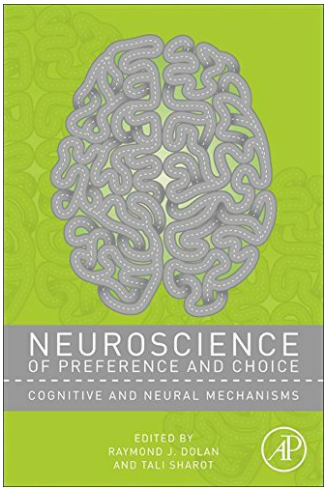
Libros



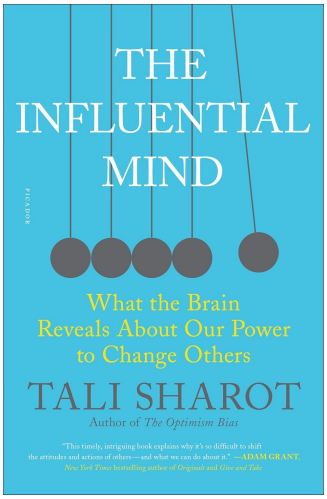
LOOK AGAIN



THE OPTIMISM BIAS



NEUROSCIENCE OF PREFERENCE AND CHOICE



THE INFLUENTIAL MIND

CONDICIONES

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