

PART 1

Shaping the Future of Company Behavior

PART 2

Shaping the Future of Employee Behavior

PART 3

Shaping the Future of Consumer Behavior

PART 4

Facing the Future: Where We Go Next



Opening Remarks
with **Tony Chapman**

11:00 AM - 11:05 AM



Deploying
Sustainability Initiatives
that Change Behavior

Dr. Angela Cooper, PHD
Associate

Choosing sustainability initiatives with a bigger impact using BE. Organizational corporate responsibility is more important than ever. That makes choosing the right sustainability initiatives and delivering impact a time-critical objective. Hear how BE is being used to deliver on innovative corporate sustainability initiatives helping consumers overcome the say-do gap to create measurable change.

11:35 AM - 11:45 AM



BREAK

11:55 AM - 12:00 PM

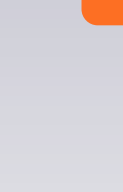


Applying the Science of
Behavioral Change to
Unlock Stakeholder Value

Kelly Peters, MBA
CEO of BEworks

Consumer behavior is one of the biggest barriers to realizing the potential of stakeholder capitalism. Companies can change their products, innovate their processes, and adopt the UN Sustainability goals... but if consumers are not willing to change their behavior, including paying higher prices, success will be constrained.

11:05 AM - 11:25 AM



Fireside Chat
with **Tony Chapman**
& **Kelly Peters**

11:25 AM - 11:35 AM



Big data & BE -
Creating Bigger Impact
Without the Risks

Dr. Sarah M. Carpentier, PHD
Associate

Data points are easier than ever to capture - the challenge is in changing the patterns in the data beyond the measurement. Behavioral science helps organizations ask the right questions and move the needle in ways data science alone cant.

11:45 AM - 11:55 AM



Opening Remarks
with **Tony Chapman**

12:00 PM - 12:05 PM

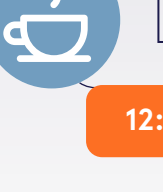


Creating Equity, Diversity,
and Inclusion Programs
that Change Behavior

Dr. Shelbie Sutherland,
PHD Scientific Advisor, BEworks

It might feel right, but is it working? Some diversity and inclusion efforts might be doing more harm than good according to the evidence. Get the latest scientific insights and methods to improve your equity, diversity, and inclusion outcomes.

12:35 PM - 12:45 PM



BREAK

12:55 AM - 1:00 PM

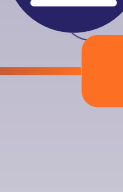


The Essential Elements
of the Workplace of
the Future

Dr. Nate Barr, PHD
Scientific Advisor, BEworks

The disruption of the COVID-19 pandemic has presented a prime opportunity to re-imagine how organizations can foster productive and creative work environments and policies moving forward. Our creativity and productivity expert explains how, detailing the strategies that are needed for human ingenuity and organizational performance to thrive.

12:05 PM - 12:25 PM



Fireside Chat
with **Tony Chapman**
& **Dr. Nate Barr**

12:25 AM - 12:35 PM



Busting Corporate Myths
Using BE

Dr. Shannon O'Malley, PHD
Director of BEworks Academy

What are common misconceptions about consumer behavior and how do they guide our decisions? Learn how a deeper understanding of behavioral science will help your team challenge their own assumptions and make better decisions.

12:45 PM - 12:55 PM



Opening Remarks
with **Tony Chapman**

1:00 PM - 1:05 PM



Leveraging the Psychology
of Urban Transportation
to Transform Cities

Dr. Pierre-Jean Malé, PHD
Associate

How can we design urban transportation systems that meet commuters' psychological needs? Our team sheds light on the psychology of transit and how it can shape the city of the future.

1:35 PM - 1:45 PM



How Rethinking the
Consumer can Shape
the Future

Michael Birkin
CEO, Ikyu Collective

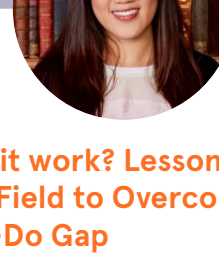
Going forward, businesses must, more than ever, understand the complexities of the human experience and how best to harness it towards societal progress. Does seeing people as consumers serve this goal, or is a new re-imagining in order? Behavioral science is an indispensable tool in the pursuit of a better future.

1:05 PM - 1:25 PM



Fireside Chat
with **Tony Chapman**
& **Michael Birkin**

1:25 AM - 1:35 PM



Will it work? Lessons for
the Field to Overcome the
Say-Do Gap

Dr. Ada Lê, PHD
Vice President, BEworks

How well do you really understand your consumer needs? Behavioral science illuminates hidden drivers of behavior unlike any other. Moving forward post-pandemic required the right investments & bets on technologies, experiences, and campaigns that will resonate with your customers. But standard approaches to market research fall prey to a host of biases that are leading your strategies astray.

1:45 PM - 1:55 PM



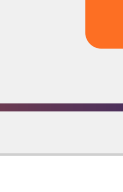
The Future of Money:
Reshaping the Way People
Invest Using BE

Dr. Michelle Hilscher, PHD
Vice President, BEworks

Dr. David Lewis, PHD
President of Research
Institute, BEworks

More and more, consumers are taking a do-it-yourself investment approach, but new research suggests that approach may be leading to worse financial outcomes compared to those of investors receiving professional financial advice. In our talk, we explore the behavioral factors most likely to lead investors astray and spotlight how behavioral science is going to change how we understand investor behavior into the future.

1:55 PM - 2:05 PM



BREAK

2:05 PM - 2:10 PM



Opening Remarks
with **Tony Chapman**

2:10 PM - 2:15 PM



Facing the Future:
Moral Psychology and
Technological Resistance

Dr. David Pizarro, PHD
Chief Science Officer, BEworks

Increasingly, technological innovations are driving consumer products and services. Many of these technologies, such as the use of artificial intelligence, machine learning, and algorithmic decision-making, have been met with resistance due to ethical concerns. In some cases, these concerns pose an irrational barrier to the adoption of potentially beneficial technologies. David will discuss how the psychological mechanisms behind moral/ethical judgment might give rise to these concerns, and how we can use the science of psychology to make consumers more comfortable with these technological advances.

2:15 PM - 2:35 PM



Fireside Chat
with **Tony Chapman**
& **David Pizarro**

2:35 PM - 2:45 PM

Open Mic Discussion

Tony Chapman, Kelly Peters,
Michael Birkin, Dr. Nate Barr,
and Dr. David Pizarro

Tony probes deeper with each of the respective keynote speakers on how organizations move forward using the science of behavior. The world is changing and we need a whole new way to think about how we understand and change behavior.

2:45 PM - 2:55 PM

CLOSING
REMARKS

2:55 PM - 3:00 PM