THE SCIENCE OF DECISION MAKING

How does the latest research in neuroscience, psychology, and behavioral economics help us model, influence and improve decision making?

The Decision Making System
Explore the neuroscience of decision making, and how cultural, developmental, contextual and emotional influences play out in our brains and shape our choices.

Modeling and Predicting Decisions
Investigate how economists, psychologists, and big data scientists model and predict how and what we choose.

Influencing Other People’s Decisions
Understand how we use persuasion, incentives, choice architecture, and appeals to beliefs and values to influence the decisions and behavior of others.

Making Better Decisions
Tap into research and techniques to help you make more creative, reasoned, satisfying, and responsible choices—individually and in groups.

Decision Making in Action
Learn the tradecraft of expert decision making from a wide range of professionals, including a corporate executive, an organizational psychologist, a venture capitalist, and a crisis communicator.

FEATURED EXPERTS

William Newsome
director of Stanford’s neuroscience institute and co-chair of President Obama’s BRAIN initiative

Lindred Greer
decision process authority and Graduate School of Business Scholar

Brian Knutson
professor of psychology specializing in the neuroscience of emotion

Bill Burnett
executive director of the Stanford Design Program and instructor in d.school

David Demarest
head of public affairs at Stanford and former communications director for the White House, Visa, and Bank of America

Hazel Markus
prominent social and cultural psychologist
The Science of Decision Making

APPLY SOON! This course is limited to 40 participants.

IMPORTANT DATES

<table>
<thead>
<tr>
<th>Accepting Applications</th>
<th>Course Opens</th>
<th>Application Deadline</th>
<th>Come to Stanford</th>
</tr>
</thead>
</table>

COURSE FEE

$5500
All events, materials, and most meals are included. Airfare, hotel, and airport transfers are not included.

15% discounts are available for government, nonprofits and members of the Stanford Alumni Association.

*Register by January 15, 2016 to receive a 10% early registration discount.

TRANSPORTATION AND ACCOMMODATIONS

AIRPORTS
Stanford is roughly equidistant from San Francisco International Airport (SFO) and San Jose International Airport (SJC). Oakland International Airport (OAK) also serves the Bay Area.

HOTELS
We have negotiated special discounted rates with the Sheraton Palo Alto to accommodate Worldview guests. The Sheraton is located within walking distance of Stanford and downtown Palo Alto. A limited number of rooms are also available at the Stanford Guest House, with priority given to government and non-profit participants. Both locations are served by Stanford’s free shuttle service.

Alternative Options
Other helpful lodging information is available at Destination Palo Alto: http://bit.ly/OvbVox