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**

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**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 April 30, 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, and a limited number of rooms are also available at the Stanford Guest House.

Additional lodging information is available at Destination Palo Alto: http://bit.ly/OvbVox

Worldview Stanford creates interdisciplinary learning experiences for decision makers in business, government, and nonprofits to prepare them for the strategic challenges ahead.

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