

Rory Sutherland

Behavioural Science Alchemist

CSA CELEBRITY SPEAKERS

Rory Sutherland is the Vice Chairman of Ogilvy, which has allowed him to co-found a behavioural science practice within the agency. He works with a consulting practice of psychology graduates who look for 'unseen opportunities' in consumer behaviour which can have enormous effects on the decisions people make.

"Challenging conventional thinking in modern business"

Im Einzelnen

Before founding Ogilvy Change, Rory was a copywriter and creative director at Ogilvy for over 20 years, having joined as a graduate trainee. He has variously been President of the IPA, Chair of the Judges for the Direct Jury at Cannes, and has spoken at TED Global. He writes regular columns for the Spectator, Market Leader and Impact, and also occasional pieces for Wired,. With characteristic wit and erudition Rory looks at the successes, the failures and the outright bizarre from the ad world. He analyses what branding means, what creativity is, and the value of persuasion over compulsion. In particular he looks at behaviours - as individuals and groups, consumers and employees - and how we often make the wrong decisions, or the decisions others want us to make.

Seine Vorträge

Rory's insights into behavioural science carved him the reputation of being ahead of the curve. His understanding of the possibilities of digital technology and the Internet powered his rise to his current standing as a leading light in commerce.

Sein Vortragsstil

Rory is a highly sought after thought leader. He can impart his wisdom for any organisation and shares his unique insights in the value of customer perception.

Themen

How Behavioural Science Will Change The World

Getting The Best of Behavioural Economics

How Ideas Are Created, Perceived, Consumed and Measured

Sprachen

He presents in English.

Möchten Sie mehr erfahren?

Für ausführlichere Informationen rufen Sie uns bitte an oder schicken Sie uns eine E-Mail.

Wie können Sie den Redner buchen?

Per Telefon oder E-Mail.

Publikationen

2019

Alchemy: The Surprising Power of Ideas That Don't Make Sense

2011

Rory Sutherland: The Wiki Man