

ASK THE
author

PRESENTED BY



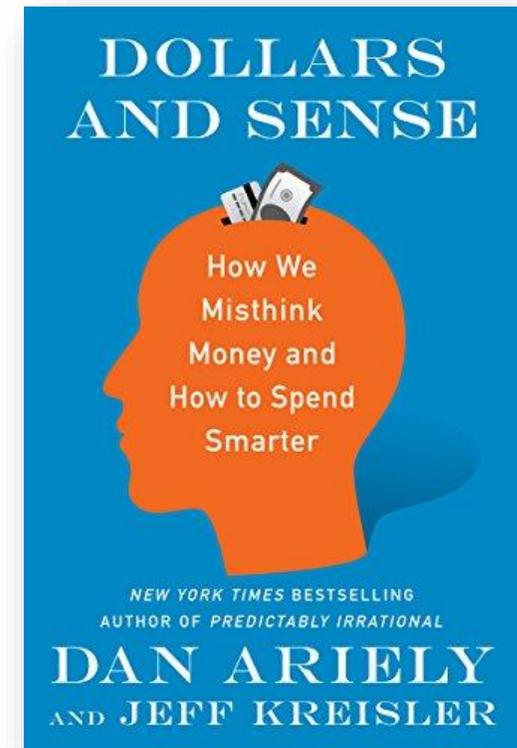
Asset Funders Network



Dan Ariely

Professor of Psychology
and Behavioral Economics
DUKE UNIVERSITY
& COMMON CENTS LAB

AUTHOR
OF:

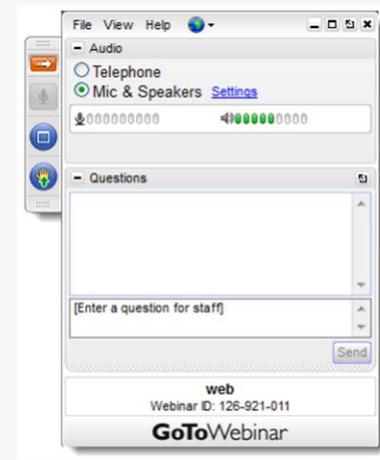


SEPTEMBER 20, 2018

WEBINAR CONTROL PANEL

PARTICIPATE

During the presentation –
Type your question in the
QUESTIONS BOX
to be addressed during
discussion breaks or
during Q/A





Asset Funders *Network*

the only grantmaker
membership organization
focused on building
economic well-being for all.



who
we
are

Our Mission

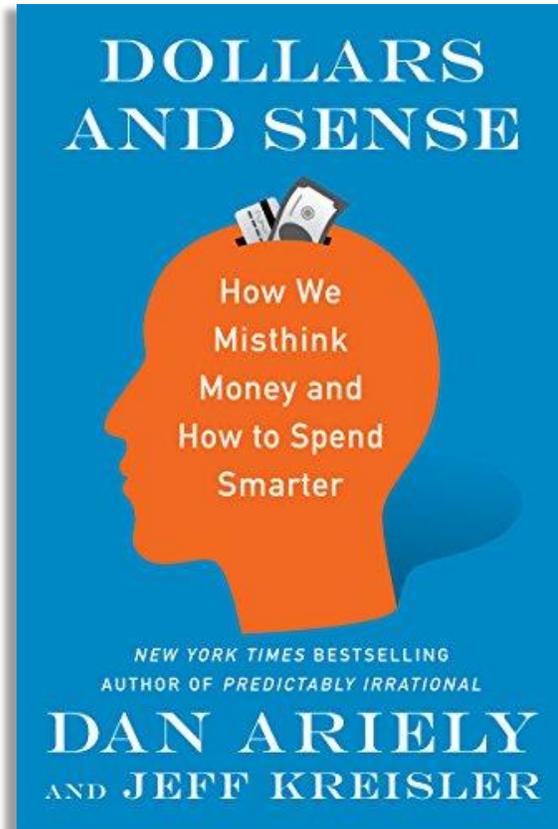
The Asset Funders Network **engages philanthropy** to advance economic opportunity and prosperity for low and moderate income people.

AFN members are:

- Private, Public, Corporate, and Community Foundations
- Public-Sector Funders
- Financial Institutions
- Corporate Giving Programs
- Credit Unions
- Community Development Financial Institutions
- United Ways



Asset Funders Network



Blending humor and behavioral economics, the *New York Times* bestselling author of *Predictably Irrational* delves into the truly illogical world of personal finance to help people better understand why they make bad financial decisions, and gives them the knowledge they need to make better ones.

Why does paying for things often feel like it causes physical pain?

Why does it cost you money to act as your own real estate agent?

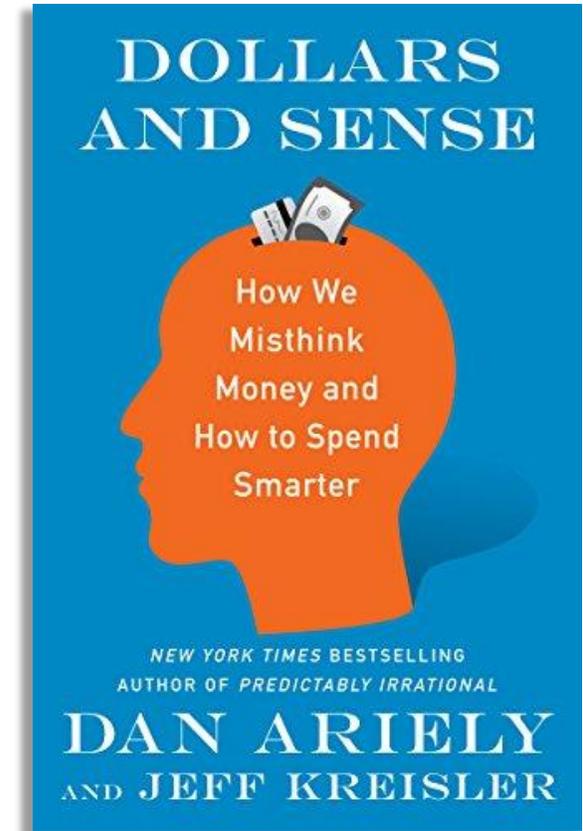
Why are we comfortable overpaying for something now just because we've overpaid for it before?

In *Dollars and Sense*, world renowned economist Dan Ariely answers these intriguing questions and many more as he explains how our irrational behavior often interferes with our best intentions when it comes to managing our finances. Partnering with financial comedian and writer Jeff Kreisler, Ariely takes us deep inside our minds to expose the hidden motivations that are secretly driving our choices about money.

Exploring a wide range of everyday topics—from credit card debt and household budgeting to holiday sales—Ariely and Kreisler demonstrate how our ideas about dollars and cents are often wrong and cost us more than we know. Mixing case studies and anecdotes with tangible advice and lessons, they cut through the unconscious fears and desires driving our worst financial instincts and teach us how to improve our money habits.

Fascinating, engaging, funny, and essential, Dollars and Sense is a sound investment, providing us with the practical tools we need to

- ✓ **understand and improve our financial choices,**
- ✓ **save and spend smarter,**
- ✓ **and ultimately live better.**



RESEARCH



Our research is published in top tier peer-reviewed journals as well as the popular press.



HEALTH

Our health research explores health management, medical decision-making and wellness.



MONEY

Our financial decision-making research ranges from debt management to asset building, from inclusion to retirement.



WORLD

Our global decision-making research is focused on increasing the well-being of low-income groups living in developing countries as well as improving their access to quality healthcare.



AND MORE!

From inequality to morality, from motivation to self-control, we study a range of topics that don't quite fit in our main buckets.



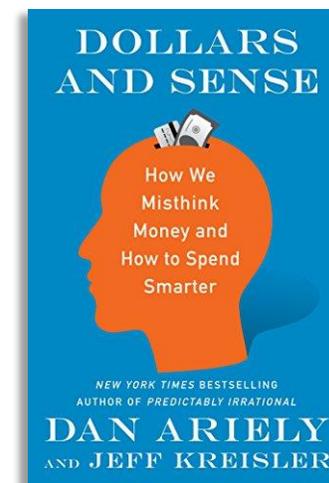
ALL ABOUT DAN

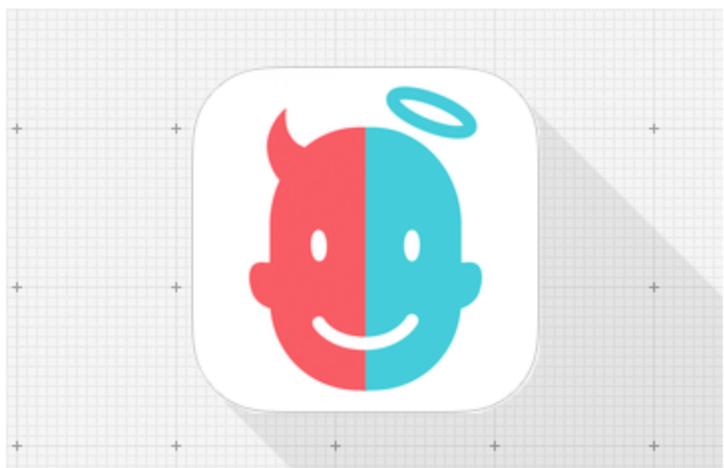
"I became engrossed with the idea that we repeatedly and predictably make the wrong decisions in many aspects of our lives and that research could help change some of these patterns."



What we should be doing?

*What 'crutches' will be
more effective than
current financial literacy
programs or tools?*

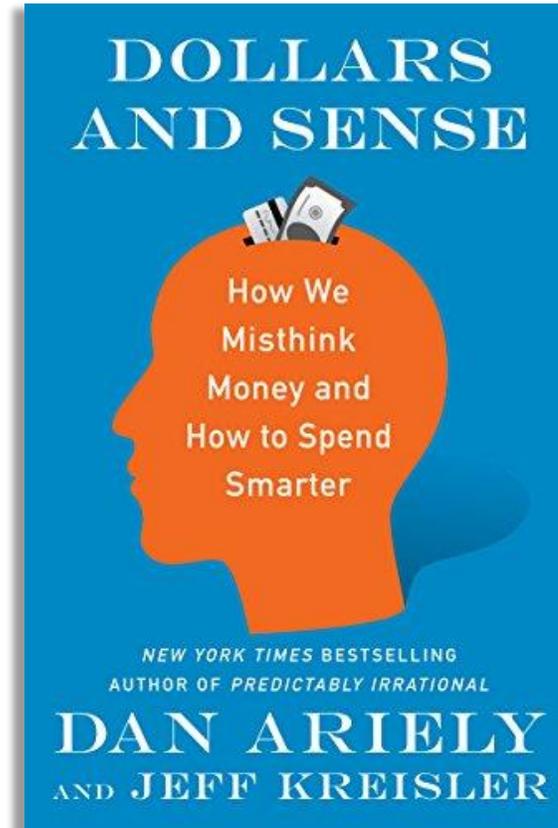




CONSCIENCE+

Conscience+ is here to help you through life's most perplexing moral dilemmas. Based on the latest insights about human decision making, Conscience+ gives you the excuses you need to justify doing what you want to do – whether it is something good you aspire to, OR something more shady and less moral. Think of Conscience+ as providing both an angel and devil, sitting on your shoulder and available for advice at the flip of a switch.





Q&A



Dan Ariely

Professor of Psychology
and Behavioral Economics
DUKE UNIVERSITY AND
COMMON CENTS LAB

Moderator



Greg Morishige

Digital Product Manager
WELLS FARGO

Thank you for attending today's
Asset Funders Network
presentation

PLEASE FILL OUT OUR SURVEY

The survey will pop up on your screen momentarily
and will also be sent to you via email

**WE VALUE YOUR TIME,
AND YOUR RESPONSES WILL INFORM
OUR FUTURE PLANNING**

THE WEBINAR HAS CONCLUDED
