



## Nathalie Nahai

Expert in Psychology, Persuasive Tech & Human Behaviour

*"A renowned expert on bringing practical psychology to the worlds of business"*

Nathalie Nahai is described as "a rare polymath with deep expertise in tech, marketing and psychology", Nathalie draws upon a rich background in human behaviour, web design and the arts, to offer a unique vantage point from which to examine the complex challenges we face today.

### TOPICS:

- The Secret Psychology Behind Resilient Brands
- The Psychology Behind Resonant Communication
- 6 Principles Behind Persuasive Platforms
- Social Media and Persuasive Content
- How to Use the Big 5 Personality Traits for Smart Personalisation

### LANGUAGES:

She presents in English.

### PUBLICATIONS:

- 2021** Business Unusual
- 2017** Webs of Influence: The Psychology of Online Persuasion

### IN DETAIL:

Nathalie is the host of the popular show, The Hive Podcast, and speaks about the impact of emerging technologies in The Atlantic, The Wall Street Journal, Business Insider, Forbes, Harvard Business Review, Stylist, and The Telegraph, as well as TV and radio. Nathalie is also the founder of Humanise the Web (a conference that explores both how the internet influences our behaviours, and how businesses can harness persuasive technologies for good), In 2021 Nathalie launched TheValuesMap.com, a free tool developed in collaboration with Dr Kiki Leutner of Goldsmiths University, to help people within organisations understand, communicate and practically express the values they stand for.

### WHAT SHE OFFERS YOU:

Nathalie addresses the specific challenges faced by larger, more diverse brands and organisations today, including: the psychological dynamics behind evolving consumer behaviours, the challenges of engaging millennials and Gen Z, and how to ethically apply behavioural science principles to enhance your platforms, content marketing, product design and customer experience.

### HOW SHE PRESENTS:

Nathalie is charming and witty. Anyone listening to her speak can become a better version of their marketing self, using the psychology of persuasion to delight and empower their customers in an ethical way.