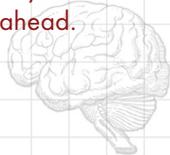




THE SCIENCE OF DECISION MAKING

Worldview Stanford creates learning experiences for professionals about the forces shaping the future.

Our innovative approach combines flexible online content with an immersive Stanford-based experience. We guide our participants—decision makers in business, government and nonprofits—through the knowledge they'll need to manage the strategic challenges ahead.



START ONLINE

May 18, 2015

Explore multimedia content featuring interdisciplinary perspectives from around the world and commentary from Stanford experts. Direct the depth and pace of your learning.

THEN COME TO STANFORD

July 7-10, 2015

Join a diverse group of 40 Worldview participants for an immersive, multi-day experience. Connect with Stanford experts, handle human brains, see pioneering lab research, meet The Thinker, and explore the future of big data.

KEEP LEARNING

Maintain access to online materials and your learning community after coming to Stanford and receive updates on relevant research to inspire further inquiry and conversation.



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.

* Influencing Other People's Decisions

Understand how we use persuasion, incentives, choice architecture, and appeals to beliefs and values to influence the decisions 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.

* Modeling Decisions on a Mass Scale

Investigate how economists and big data scientists model and predict how choices go viral, and what happens when millions of decisions scale to more than the sum of their parts.

* Decision Making in Action

Learn the tradecraft of expert decision making from a wide range of professionals, including a clinical psychologist, a basketball coach, a venture capitalist, and a crisis communications expert.

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

Anthony Wagner

noted professor of psychology and director of the Stanford Memory Lab

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

Accepting Applications
NOW

Course Opens
MAY 18, 2015

Application Deadline
MAY 11, 2015

Come to Stanford
JULY 7-10, 2015



COURSE FEE

\$3250

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 Assoc.



TRANSPORTATION AND ACCOMODATIONS

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>

