



**Sheena S. Iyengar** is the inaugural S.T. Lee Professor of Business in the Management Division at Columbia Business School and the Faculty Director of the Eugene Lang Entrepreneurship Center. Dr. Iyengar's is a world renowned expert on the subject of choice. Her research explores the factors of good and bad decision making, and what we need to do to choose better. Through pointed research studies, she looks at the relationship between how we choose and who we are, why we are so often disappointed by our choices, and the level of control we have over our everyday decisions. She has examined the freedom to choose in a multitude of contexts ranging from employee motivation and performance at Citigroup, to chocolate displays at Godiva. In her 2010 best-selling book *The Art of Choosing*, she takes readers on a journey, forcing them to challenge the choices they make—and why.

Her insights are invaluable not only to businesses looking to improve strategy, leadership and customer relations, but to every individual trying to make positive and lasting changes to his or her life. In both her book and her keynotes and workshops, Professor Iyengar discusses how her own life circumstances drew her to study the power of choice. "I always knew I would have to think carefully about what I wanted to do in life. I understood that not all the choices in the world would be available to me so I had to figure out what choices there were, what choices I could create, and what would be the domain of which I would try to add value."

Through this deductive reasoning, Iyengar was led to teach. She says that, "I love ideas. I love communicating to other people. I also enjoy learning about other people and from other people. Teaching is all of that." In her keynotes,...

### Sheena Iyengar

#### Speech Topics

- ▮ Women in Business
- ▮ Overcoming Adversity
- ▮ Motivation
- ▮ Leadership
- ▮ Creativity

