



**100 women in
hedge funds®**

Behavioral Leadership: How Behavioral Economics Can Help You Lead More Effectively

January 15, 2016 at 12 PM
Zurich

"Behavioral Leadership is about knowing where you want to go and having the expertise to get there, drawing on insights into how our minds work to create better and fairer organizations." - Iris Bohnet, Professor of Public Policy and director of the Women and Public Policy Program at the Kennedy School of Government, Harvard University.

Participate in a thought-provoking, self-questioning and invigorating conversation with Iris, as she shares her research findings and elaborates on: nudges, overcoming gender biases, diversity and equality, as well as the attributes of effective leaders and inclusive organizations.

Event Details

Date: January 15, 2016

Time: 11:30 AM Registration.

We will begin *promptly* at 12 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early.

Lunch will be served.

Host: Credit Suisse

Location: Zurich

Credit Suisse Forum St. Peter, St. Peterstrasse 19, **Zurich**, 8001, Switzerland - [Directions](#)

RSVP: [RSVP Now](#)

You may include a non-member guest who has not previously attended a 100WHF event with your RSVP.

If you have already RSVP'd for this event and would like to sign-up a guest, please contact the [Zurich](#) committee.

If you have any questions about this event, please contact the [Zurich](#) committee.

This event is NOT FOR ATTRIBUTION. All 100WHF events are private events and we require that no one reports publicly on any aspect of them.

Admission to this event is free, but there is a 30 CHF charge if you register and do not attend (even if you cancel in advance). No-show proceeds will be donated to the 2016 beneficiary of 100WHF's Swiss philanthropic initiatives.

If you have no-show fees in arrears, the system cannot register you for an event. You can view and pay for any outstanding no-show fees online from your [Member Profile](#)

Space is limited. No walk-ins will be permitted.

Biography

Iris Bohnet, Professor of Public Policy and Director of its Women and Public Policy Program, Kennedy School of Government, Harvard University

Iris Bohnet is Professor of Public Policy at the Harvard Kennedy School and the director of its Women and Public Policy Program. She is also the co-chair of the Behavioral Insights Group (BIG) at the Center for Public Leadership at HKS, an associate director of the Harvard Decision Science Laboratory, and the faculty chair of the executive program "Global Leadership and Public Policy for the 21st Century" for the World Economic Forum's Young Global Leaders. From 2011 to 2014, she served as the Kennedy School's Academic Dean. Currently, she serves on the boards of directors of Credit Suisse and University of Lucerne, as well as the advisory boards of the Vienna University of Economics and Business, EDGE, and numerous academic journals. She is a member of the Global Agenda Council on Behavior of the World Economic Forum. A Swiss citizen, she received her Ph.D. in Economics from the University of Zurich in 1997 and spent a year as a research fellow at the Haas School of Business at the University of California Berkeley from 1997-1998. She joined the Harvard Kennedy School as an assistant professor in 1998 and was made full professor in 2006. She is married to Michael Zurcher, and she and her husband have two children. An expert on behavioural economics and gender, her book WHAT WORKS: Gender Equality By Design is forthcoming in March 2016.

About Credit Suisse

About Credit Suisse AG Credit Suisse AG is one of the world's leading financial services providers and is part of the Credit Suisse group of companies (referred to here as 'Credit Suisse'). As an integrated bank, Credit Suisse offers clients its combined expertise in the areas of private banking, investment banking and asset management. Credit Suisse provides advisory services, comprehensive solutions and innovative products to companies, institutional clients and high-net-worth private clients globally, as well as to retail clients in Switzerland. Credit Suisse is headquartered in Zurich and operates in over 50 countries worldwide. The group employs approximately 46,600 people. The registered shares (CSGN) of Credit Suisse's parent company, Credit Suisse Group AG, are listed in Switzerland and, in the form of American Depositary Shares (CS), in New York. Further information about Credit Suisse can be found at www.credit-suisse.com.

About 100 Women in Hedge Funds (www.100womeninhedgefunds.org)

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 13,000 alternative investment management investors and professionals in 20 locations through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted over 500 industry education events globally, connected more than 350 senior women through Peer Advisory Groups and raised over \$38 million for philanthropic causes in the areas of women's and family health, education and mentoring.