



ERIC M. BAILEY

EXPERT IN HUMAN & ORGANIZATIONAL
BEHAVIOR

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*AUTHOR OF THE CURE FOR STUPIDITY:
USING BRAIN SCIENCE TO EXPLAIN
IRRATIONAL BEHAVIOR AT WORK*

THE CURE FOR STUPIDITY:

Using Brain Science to Explain Irrational Behavior

Every day, you're driven nuts by the people around you making common sense errors and irrational decisions. Your coworkers, your spouse, your employees, your bosses, random strangers on the highway, politicians, and your family are all guilty. Imagine what life would look like if you didn't have to waste time and energy dealing with stubborn, clueless, argumentative, defensive, or apathetic coworkers! Thank goodness Eric M. Bailey translates decades of brain science research into every-day language, helping you break through common communication barriers that will improve every relationship in your life. Whether you work in the executive suite or on the front-line, this talk will teach you how to cure the stupidity all around you.

During this keynote, Eric will discuss:

- A fun exercise illustrating how our brains naturally project certainty that we are right... even when we're wrong
- How the idea of Stupidity hinders our ability to get things done
- Relatable stories about how Eric discovered the cure for lack of common sense
- Brain science simplified
- Every organization struggles with communication, it doesn't have to be that way

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