

Joel Pearson

Psychologist, Neuroscientist and Author

Neuroscientist, psychologist, and author Joel Pearson can translate cutting-edge research into practical, actionable strategies that will transform the way you think, create, and make decisions - optimising your life and workplace.

Before pursuing his Ph.D. in Neuroscience, Joel studied Art and Filmmaking, allowing him to blend creativity with scientific rigour.

Joel pushes the boundaries of what's possible and takes audiences on an extraordinary journey into the depths of human intuition, imagination, and the psychological impacts of artificial intelligence.

With a captivating blend of expertise and entertainment, Joel takes audiences on a wild ride through the innermost workings of the brain. His dynamic presentations are equal parts enlightening and exhilarating, shattering preconceived notions and igniting a newfound appreciation for the limitless potential of the human mind.

As the world's foremost expert on harnessing human intuition and imagination in the age of AI, Joel is on a mission to improve as many lives as possible. He empowers audiences with invaluable tools to enhance creativity, optimise decision-making processes, and embrace the AI revolution with confidence and enthusiasm.

From mind-blowing insights into neuroscience to practical strategies for thriving in the uncertainty of an AI-driven world, Joel's keynotes and fireside chats will leave your team inspired, engaged, and equipped to conquer any challenge.

Joel hosted the popular ABC Sydney radio show "The Brain Box," blowing people's minds about their minds. He is the founder and director of the Future Minds Lab at the University of New South Wales and a Professor in the School of Psychology.

Joel's book, "The Intuition Toolkit: The New Science of Knowing What Without Knowing Why" has been hailed as a breakthrough, truly forging a new science and culture around intuition and its powerful applications.



Prof Joel Pearson Talks About

Leadership in the Age of AI

Ready to lead your team into the AI revolution? The future is here, and it's accelerating faster than ever—adapt now or risk being left behind. Leaders who fail to adapt risk being left behind as competitors leverage these advances for gains in productivity, efficiency, and improved decision-making. The time to adapt is now—AI is evolving too quickly to wait.

In the AI era, leaders must urgently adapt, unlearn what's comfortable, and adopt a beginner's mindset—Shoshin. The pace of change waits for no one. Expertise can be a barrier to innovation, trapping us in outdated thinking. To lead effectively, we need cognitive flexibility: the ability to unlearn, adapt, and see challenges with fresh eyes.

AI isn't here to replace leadership—it's here to enhance it. This keynote will give you a distinct competitive advantage in leading with authenticity while leveraging AI as an ally—boosting productivity, offering sharper insights, and helping you become more emotionally intelligent. The leaders of tomorrow will blend AI with authenticity, empathy, and vision, driving a future where human-centred values lead to exponential change.

Drawing on cutting-edge research and real-world stories, this keynote will explore:

- How to harness the 'augmented leader's advantage' with a beginner's mindset.
- How to avoid cognitive entrenchment by continuously challenging your beliefs.
- How AI can make you a more authentic and connected leader.
- Practical ways to leave your comfort zone and make discomfort a habit.

Walk away with practical strategies to cultivate curiosity, build flexibility, get out of your comfort zone and thrive as an AI-augmented leader. This is about thriving, driving change, and shaping a more human, innovative, and impactful world.

This keynote is for executives ready to embrace the thrill of discovery and lead with curiosity. You'll gain practical frameworks to step boldly out of your comfort zone and adapt to the challenges of the future. Success isn't about having all the answers—it's about asking the right questions.

Conquering the AI Revolution: Strategies for Thriving Amid Disruptive Change

Intuition - that gut feeling, sixth sense, or inexplicable hunch - has been the driving force behind many remarkable achievements and life-altering decisions. From Steve Jobs' revolutionary products at Apple to the split-second choices that have saved lives, intuition has proven its immense value time and again. Yet, it's a complex phenomenon often shrouded in mystery.

In this captivating keynote, based on his popular book "The Intuition Toolkit," Joel takes the audience on a spellbinding journey through real-life stories that showcase the incredible power of intuition. He then unveils the scientific underpinnings of this enigmatic mental process, demystifying its origins and nuances.

Joel's trailblazing, science-backed framework provides five science-backed rules for optimizing intuition across diverse domains, from the boardroom to the sports arena, the trading floor to the battlefield. This talk equips attendees with practical strategies to harness intuition effectively, leading to better decisions, improved performance, and enhanced overall well-being.

Key Takeaways:

- Understand the true nature of intuition through the lens of cutting-edge research.
- Discover when to trust your gut and when to exercise caution in decision-making.
- Master the five science-backed rules for sharpening your intuitive abilities.
- Gain insights into the potential vulnerabilities posed by AI and the importance of human-machine alignment.

Ideal Audience:

- Business leaders seeking a competitive edge through enhanced decision-making capabilities.
- Sports teams and athletes striving for split-second excellence.
- Traders and investors navigating high-stakes financial landscapes.
- Military personnel and first responders operating in critical situations.
- Entrepreneurs and innovators pursuing groundbreaking ideas.
- Anyone committed to personal growth and making better choices in life.

Getting Out of Your Comfort Zone: A Transformative Journey

Break past your limits and begin a transformative journey with 'Getting Out of Your Comfort Zone', an interactive keynote designed for individuals looking to boost performance, take smart risks, and thrive in a constantly changing environment.

This keynote explores why we naturally seek comfort and provides a framework for turning discomfort into a tool for personal growth. You will learn about the dual role of stress, understanding when it can be beneficial, and gaining techniques to use it effectively. The focus is also on developing emotional awareness to manage stress and achieve optimal mental performance.

Using insights from modern neuroscience, the keynote explains the principles behind resilience and grit, and offers methods to train the mind to face and handle uncertainty with confidence. Prof. Pearson will guide the audience through these ideas while also sharing practical, evidence-based strategies to push beyond comfort zones.

Participants will leave with tools and techniques to face challenges, spark creativity, and adapt to the ongoing changes brought by AI, ultimately driving significant personal and professional growth.

This keynote is ideal for professionals who want to set and achieve ambitious goals, improve their problem-solving skills, and excel in environments that require adaptability and risk-taking. Equip your team with the skills to embrace change, reach new levels of achievement, and lead with

resilience and foresight.

Living with a Blind Mind: A Journey into the Diversity of Human Imagination

We often take for granted the remarkable ability to conjure vivid mental images – a built-in form of virtual reality that shapes our thoughts, emotions, and experiences. However, for a significant portion of the population, this internal canvas remains blank, a condition known as aphantasia, or “blind mind.”

In this captivating keynote, Joel takes the audience on an extraordinary journey into the world of those who navigate life without the aid of visual imagination. From Pixar founder Ed Catmull to artistic animators who create without a mind’s eye, Joel unveils the fascinating stories of individuals thriving in the face of this neural diversity.

Through cutting-edge research and compelling case studies, Joel explores the profound impact of aphantasia on various aspects of human experience, including creativity, moral decision-making, lifelong memory formation, anxiety, addiction, empathy, and risk-taking behaviour.

Attendees will gain a deep appreciation for the remarkable diversity of the human mind and the myriad ways in which we process and interpret the world around us. Joel’s presentation offers a unique opportunity to step into the shoes of those with aphantasia, fostering a greater understanding and empathy for this often-overlooked condition.

Attendees will be guided through a series of interactive exercises and self-assessments, enabling them to discover their own cognitive style and explore the profound implications it holds for their personal and professional lives.

By shedding light on the vast spectrum of human imagination, Joel empowers the audience to embrace diversity, challenge preconceived notions, and unlock new perspectives on problem-solving, innovation, and personal growth.

Agile Science: The Ultimate Competitive Advantage

In the ever-evolving business landscape, one company stands as a testament to the power of relentless innovation – Amazon. The secret behind their dominance? They’re not just a retail giant; they’re a science company at their core, continuously running experiments to uncover what works and what doesn’t.

You might not realize it, but science is the ultimate strategic advantage in today’s hyper-competitive market. Whether you’re aiming to develop groundbreaking products, expand your customer base, or survive the AI revolution, the answer is science.

Think science is boring and nerdy? Think again! For centuries, the classical scientific method has served as the foundation for our understanding of the world. It has saved countless lives, solved monumental challenges, driven economic progress, and, most importantly, revealed the unknown and unimaginable.

But we're not resting on our laurels. We've elevated science to a whole new level with Agile Science - a cutting-edge approach that puts the power of rapid experimentation and discovery in your hands. Imagine harnessing the same rigorous methodologies employed by the world's top research laboratories, but with the agility and speed perfectly suited for the modern business landscape.

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