



Happy Money: The Science of Happier Spending

Michael I. Norton, Ph.D.

Harold M. Brierley Professor of Business Administration, Harvard Business School
Member, Harvard's Behavioral Insights Group
Author, *Happy Money: The Science of Happier Spending*

Wednesday, December 14, 2016, 7:00 PM
New Trier High School, Northfield Campus
Cornog Auditorium
7 Happ Rd., Northfield, IL 60093

Presented by **Family Action Network (FAN)**,
in partnership with **Countryside Montessori School** and **Roycemore School**
Guest Curator: Dacher Keltner, Ph.D., FAN '16

Free and open to the public. Suitable for ages 10+.

Info: familyactionnetwork.net

Annual Sponsors:

Martin & Mary L. Boyer Foundation



Mammel Foundation



Tina & Byron Trott

Strategic Partners:



Northwestern Center for Talent Development



Erikson Institute



Finnegan Family Foundation



Northwestern University



In-Kind Sponsors:

KIRKLAND & ELLIS





FOR IMMEDIATE RELEASE: MICHAEL I. NORTON, PH.D.

CONTACT: Lonnie Stonitsch, Executive Director of FAN, lonnie@familyactionnetwork.net

Wednesday, December 14, 2016, Happy Money: The Science of Happier Spending, 7:00 PM, New Trier High School, Northfield Campus, Cornog Auditorium, 7 Happ Rd., Northfield, 60093. Can money buy happiness? Michael I. Norton, Ph.D. certainly thinks so - if you follow five core principles of smarter spending. Prof. Norton is the co-author of *Happy Money: The Science of Happier Spending*. The book provides five research-based principles designed to help people use their money in happier ways (whether they have a little or a lot of it), and is full of recent research and examples that range from how individuals gain happiness by choosing "experiences over stuff" to how companies seek to create happier employees or "happier products" for their customers. We'll learn why we should be giving more money to charity, why commercials make TV better, and why we'd be just as happy driving a Ford escort as a BMW.

Prof. Norton is the **Harold M. Brierley Professor of Business Administration** at **Harvard Business School**, and is a member of Harvard's **Behavioral Insights Group**, launched in 2013 to bring together Harvard's outstanding group of decision research scholars, behavioral economists, and other behavioral scientists to focus their energies on improving how decisions are made, both by leaders and by individuals. In 2012, he was selected for *Wired Magazine's* "Smart List" as one of "50 People Who Will Change the World" and his TEDx talk, "How to Buy Happiness," has been viewed more than 3 million times. His work has been covered in media outlets such as *The Economist*, the *Financial Times*, the *New York Times*, the *Wall Street Journal*, and the *Washington Post*. Prior to joining Harvard Business School, Prof. Norton was a Fellow at the **MIT Media Lab** and MIT's **Sloan School of Management**.

Prof. Norton's talk is the first in an occasional series of FAN presentations guest curated by previous FAN speakers, in this case, **Dacher Keltner, Ph.D., Professor of Psychology** at the **University of California, Berkeley** and the **Faculty Director** of UC Berkeley's **Greater Good Science Center**. Prof. Keltner spoke for FAN last May, and suggested Prof. Norton as an excellent fit for our community. "I couldn't ask for a higher compliment than to be recommended by Dacher. He is one of my favorite social scientists - through both his research and the example he sets in his own life, he challenges us to be kinder, wiser people," says Prof. Norton.

Sponsored by **Family Action Network (FAN)**, in partnership with **Countryside Montessori School** and **Roycemore School**. FAN is grateful for the support of its 2016-17 annual sponsors **Compass Health Center**, **Evanston Township High School D202**, **New Trier High School D203**, the **Martin & Mary L. Boyer Foundation**, **Magnetar Capital**, the **Mammel Foundation**, and **Tina & Byron Trott**; our strategic partners **Acclaim Media**, the **Butler Family Foundation**, **Center for Talent Development at Northwestern University**, **Curt's Café**, **Erikson Institute**, **Evanston/Skokie D65**, the **Finnegan Family Foundation**, **Hackstudio**, **Loyola University Chicago School of Law**, the **Master of Science in Education Program at the School of Education and Social Policy at Northwestern University**, the **McGaw YMCA**, **National Alliance on Mental Illness - Cook County North Suburban**, **New Trier Parents' Association**, **North Shore Community Bank**, **Northern Suburban Special Education District (NSSD)**, **Northwestern University**, **ReDefined Fitness**, **The Book Stall at Chestnut Court**, **The Family Institute at Northwestern University**, **Victories**, and **Youth & Opportunity United (Y.O.U.)**; and our in-kind sponsors **Deloitte**, **Kirkland & Ellis LLP**, and **Turing Group**.

Annual Sponsors:



Strategic Partners:

