



# Your Future Self: How to Make Tomorrow Better Today

## Hal Hershfield, Ph.D.

Professor of marketing, behavioral decision-making, and psychology at UCLA's Anderson School of Management.

## Daniel Pink

#1 *New York Times* bestselling author of *The Power of Regret*, *When*, *To Sell is Human*, *Drive*, and *A Whole New Mind*.

**Tuesday, May 23, 2023, 7:00 PM (on Zoom)**

**Register: [www.bit.ly/HershfieldFANWebinar](http://www.bit.ly/HershfieldFANWebinar)**

**PLUS: After-Hours Event!**

Purchase a copy of *Your Future Self* from FAN's partner bookseller The Book Stall to receive a link to an interactive "After-Hours" event hosted by Hershfield and Pink.

Presented by **Family Action Network (FAN)**, in partnership with

Baker Demonstration School, Bernard Zell Anshe Emet Day School, Catherine Cook School, Chiaravalle Montessori School, Chicago Jewish Day School, Compass Health Center, Countryside Day School, Evanston Township High School D202, Family Service Center, Glencoe D35, Gorton Center, Haven Youth and Family Services, Hyde Park Day School, Illinois Student Assistance Commission, Kenilworth D38, Lake Bluff D65, Lake Forest Academy, Lake Forest Community High School D115, Lake Forest Country Day School, Lake Michigan Association of Independent Schools, Leo Catholic High School, Mindful Psychology Associates, Morgan Park Academy, North Shore Country Day, Northwestern University School of Education and Social Policy, Rebel Human, Regina Dominican High School, Resurrection College Prep High School, Roycemore School, Science & Arts Academy, Stevenson High School D125, The Cove School, The Family Institute at Northwestern University, The Frances Xavier Warde School, University of Chicago Crown Family School of Social Work, Policy, and Practice, University of Chicago Laboratory Schools Parents' Association, Wilmette Public Library, Winnetka-Northfield Public Library District, Woodlands Academy, and Youth & Opportunity United.

This event is #freeandopentothe public and will be recorded. Suitable for youth 12+. [familyactionnetwork.net](http://familyactionnetwork.net)

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FOR IMMEDIATE RELEASE: HAL HERSHFIELD, Ph.D. – ON ZOOM

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Tuesday, May 23, 2023, 7:00 PM, **Your Future Self: How to Make Tomorrow Better Today**, a FAN webinar featuring Hal Hershfield, Ph.D. in conversation with Daniel Pink (FAN '18 and '22).

REGISTER: [www.bit.ly/HershfieldFANWebinar](http://www.bit.ly/HershfieldFANWebinar).

**BONUS AFTER-HOURS EVENT:** Attendees who purchase a copy of *Your Future Self* from FAN's partner bookseller The Book Stall are invited to attend an AFTER-HOURS event hosted by Hershfield and Pink that will start immediately after the webinar. Details on the webinar registration page.

We've all had the desire to travel through time and see what our lives will be like later in life. While we want the best possible future for ourselves, we often fail to make decisions that would truly make that a reality. Why do we choose steak over vegetables at dinner, waving off concerns about high cholesterol? Why do we splurge on luxury cars rather than save for retirement? Why can't we stick to our exercise programs? Why are so many of us so disconnected from our future selves?

Based on over a decade of groundbreaking research, **Hal Hershfield, Ph.D.'s** new book *Your Future Self: How to Make Tomorrow Better Today* explains that, in our minds, our future selves often look like strangers. Many of us view the future as incredibly distant, making us more likely to opt for immediate gratification that disregards the health and wellbeing of ourselves in the years to come. People who can connect with their future selves, however, are better able to balance living for today and planning for tomorrow. *Your Future Self* presents the science, describes the mental mistakes we make in thinking about the future, and gives us practical advice for imagining our best future so that we can make that a reality.

Hershfield is a professor of marketing, behavioral decision-making, and psychology at UCLA's Anderson School of Management, where he has won numerous awards for his teaching and research. His research on future selves has received widespread attention in outlets such as NPR, the *New York Times*, the *Wall Street Journal*, the *Boston Globe*, the *Washington Post*, and *The Atlantic*. Hershfield's research has been published in prestigious business, psychology, and general science academic journals, as well as in the *Harvard Business Review*, *Scientific American*, and *Psychology Today*.

Hershfield will be in conversation with **Daniel Pink** (FAN '18 and '22), the author of several provocative, bestselling books about business, work, creativity, and behavior, including *The Power of Regret*; *When*; *To Sell Is Human*; *Drive*; and *A Whole New Mind*.

This event suitable for youth 12+. It will be recorded and available on FAN's website and YouTube channel.

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