




The Neuroscience of  
Choice & Change

**WHAT  
WE  
VALUE**



EMILY FALK



## What We Value: The Neuroscience of Choice & Change Emily Falk, Ph.D.

Professor of Communication, Psychology, Marketing, and Operations, Informatics, and Decisions (OID), University of Pennsylvania;  
Vice Dean of the Annenberg School for Communication; Director of the Communication Neuroscience Lab;  
and Director of the Climate Communication Division of the Annenberg Public Policy Center.

## Ethan Cross, Ph.D.

Professor, Management & Organizations, Ross School of Business, and Director of the Emotion and Self Control Lab, University of Michigan.  
Author of the international bestseller *Chatter: The Voice in Our Head, Why it Matters, and How to Harness It*.

**Wednesday, April 16, 2025, 12:00 PM**

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

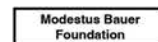
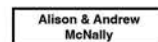
**BONUS BOOK GIVEAWAY, sponsored by FAN!**  
**Details on Zoom registration page.**

This event is #freeandopentothepublic and will be recorded.  
Suitable for youth 12+

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**FOR IMMEDIATE RELEASE: EMILY FALK, PH.D. – ON ZOOM**

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**Wednesday, April 16, 2025, 12:00 PM CT, What We Value: The Neuroscience of Choice & Change, a FAN webinar featuring Emily Falk, Ph.D. in conversation with Ethan Kross, Ph.D. (FAN '25). REGISTER: [www.bit.ly/FalkFANWebinar](http://www.bit.ly/FalkFANWebinar)**

**BONUS BOOK GIVEAWAY!** FAN is giving away copies of *What We Value* to randomly selected Zoom attendees. Details on the webinar registration page.

With so many competing priorities pulling us in different directions every day—family, friends, work, our health—it can feel difficult to make decisions that are aligned with what we care about most. Especially in the moment, we often default to the immediate demand, the path of least resistance, the worn old habit we wanted to change. In *What We Value: The Neuroscience of Choice & Change*, pioneering scholar **Emily Falk, Ph.D.** reveals how we can transform our relationship with the daily decisions that define our lives—opening pathways to make more purposeful, fulfilling choices; more successfully change our behavior; and influence others to see differently—by thinking like neuroscientists.

Drawing on her own award-winning research, Falk introduces readers to a new paradigm for understanding why we, and those around us, do what we do. This is the *value calculation*: the often-subconscious mechanism by which the brain computes our everyday choices. Falk shows that we can learn to work more strategically with the value calculation—whether we want to embrace new activities and behaviors, connect more meaningfully with others, or become more effective leaders in our organizations and communities. Falk demonstrates how we can change what we think just by changing what we think *about*; get less defensive by connecting with our core values; and seed innovation by seeking out different perspectives.

Falk is an award-winning Professor of Communication, Psychology, Marketing, and Operations, Informatics, and Decisions (OID) at the University of Pennsylvania; Vice Dean of the Annenberg School for Communication; Director of the Communication Neuroscience Lab; and Director of the Climate Communication Division of the Annenberg Public Policy Center. She is an expert in the science of behavior change. Her research uses tools from psychology, neuroscience, and communication to examine what makes messages persuasive, why and how ideas spread, and what makes people effective communicators.

Falk will be in conversation with **Ethan Kross, Ph.D.** (FAN '25), Professor, Management & Organizations, Ross School of Business, and Director of the Emotion and Self Control Lab, University of Michigan. He is the author of the international bestseller *Chatter* and the new bestselling book *Shift: Managing Your Emotions – So They Don't Manage You*.

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

Sponsored by **FAN**, in partnership with The Avery Coonley School, Baker Demonstration School, Beacon Academy, Bernard Zell Anshe Emet Day School, Brickton Montessori School, British International School of Chicago/Lincoln Park, British International School of Chicago/South Loop, Catherine Cook School, Chiaravalle Montessori School, Chicago Jewish Day School, Compass Health Center, Countryside Day School, The Cove School, Evanston Scholars, Evanston Township HS D202, The Family Institute at Northwestern University, Family Service Center, The Frances Xavier Warde School, Francis W. Parker School, Glencoe D35, Glenview Public Library, 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, Latin School of Chicago, Leo Catholic High School, Libertyville D70, Lycée Français de Chicago, Morgan Park Academy, Near North Montessori School, New Trier High School D203, North Shore Country Day, Northwestern University Office of Neighborhood and Community Relations, Northwestern University School of Education and Social Policy, Pope John XXIII School, Psychgeist Media, Regina Dominican High School, Resurrection College Prep High School, Rogers Park Montessori School, Roycemore School, Santa Clara University School of Law, Science & Arts Academy, The Sonia Shankman Orthogenic School, Stevenson High School D125, Township High School D113, UChicago Network for College Success, University of Chicago Crown Family School of Social Work, Policy, and Practice, Wilmette Public Library, Winnetka D36, Wolcott College Prep, Woodlands Academy, Youth & Opportunity United.