

# Dr Adrian Furnham

Professor of Psychology,  
Author, Speaker and Coach

*One of Britain's most influential people in HR,  
who engages his audience with practical,  
academic insight into key business issues*



# Dr ADRIAN FURNHAM

## Thought Leader

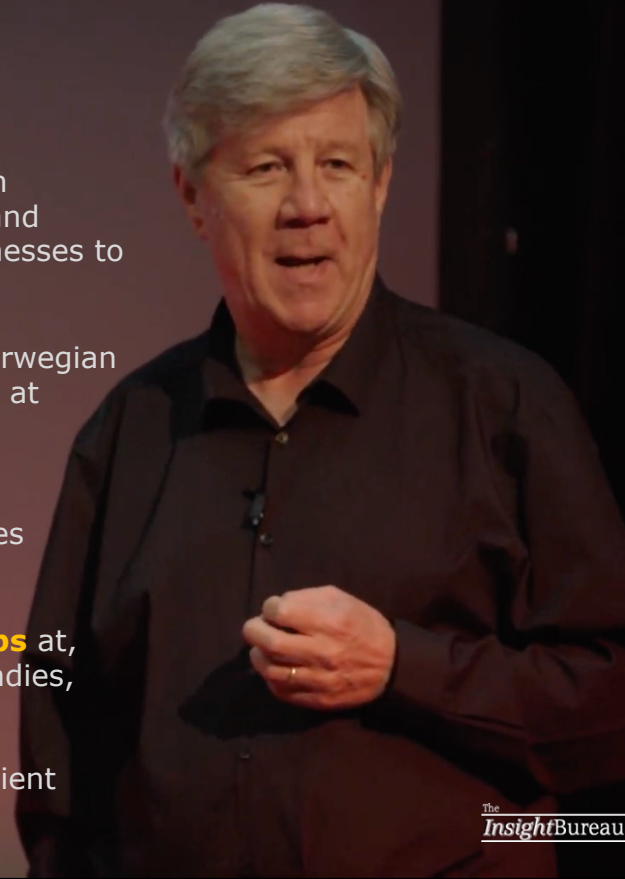
Adrian Furnham is considered one of Britain's **most influential people** in Human Resources. He is an expert in the area of **leadership, employee engagement** and **what motivates people**. As a psychologist, he brings unique insights into businesses to help them understand how people work.

Based in London, he has been an **Adjunct Professor of Management** at the Norwegian School of Management since 2009 and was formerly a **Professor of Psychology** at University College, London from 1981 to 2018.

**Founder-Director** of **Applied Behavioral Research Associates (ABRA)**, a psychological consultancy, with clients from over 20 major international companies including KPMG, Goldman Sachs, Emirates, & PWC.

He has lectured widely abroad and held **scholarships** and visiting **professorships** at, amongst others, the University of New South Wales, the University of the West Indies, the University of Hong Kong and the University of KwaZulu-Natal.

He regularly speaks at academic and business **conferences**, to companies and client events and is noted for his motivational speaking style.



# Dr ADRIAN FURNHAM

## Writer

Dr Furnham writes regularly for the Sunday Times and the Daily Telegraph and contributes regularly to national and international radio and TV, including the BBC, CNN, and ITV. He was previously a newspaper columnist with Financial Times.

A prolific writer, he has written over 1000 scientific papers and 95 books, including Culture Shock, The Economic Mind, The Protestant Work Ethic, The Psychology of Behaviour at Work, Psychology of Managerial Incompetence; Heart and Mind Management; The People Business; The Psychology of Physical Attractiveness. 50 Psychology Ideas; The Elephant in the Boardroom; Body Language in Business; Bad Apples; Leadership- Everything you want to know, High Potential; The New Psychology of Money, High Potential; Psychology 101, Twenty Ways to Assess People.



# Dr ADRIAN FURNHAM

his books



# Dr ADRIAN FURNHAM

## his speaking topics

### ***Vocational Preferences***

- Choosing and changing different jobs
- The consequences of job fit and misfit
- Passion at work

### ***Cognitive Ability and Emotional Intelligence***

- How to define and measure intelligence?
- What is EQ?
- Which is more important when and why?

### ***Learning and Thinking Styles***

- How many styles are there?
- Are some “better” than others?
- Can you change your style?

### ***Generational Differences at Work***

- How to describe the different generations
- The “problematic millennials”
- The aging process

### ***Psychopaths and Narcissists***

- All the personality disorders
- The dark triad
- The Psychopath next door

### ***Mental Health and Illness***

- How to define it
- Types and categories of illness
- Which therapies work and why?



# Dr ADRIAN FURNHAM

## his speaking topics

### ***The Psychology of Alternative Medicine***

- What is alternative medicine?
- Who chooses it?
- Does it work?
- How to test it

### ***The Psychology of Happiness and Well-Being***

- How to define and measure it
- Happy and unhappy people
- Ten myths and ten pieces of advice

### ***The Future of Work***

- The problems of futurology
- New and old jobs
- Ten major world changes

### ***The Psychology of Teamwork***

- Team-role types
- Team vs individual decisions
- Healthy and unhealthy team dynamics

### ***The Psychology of Office Politics***

- What causes office politics?
- Savvy as opposed to politics
- How to measure it

### ***The Psychology of Persuasion and Negotiation***

- Six strategies of persuasion
- The phases of negotiation
- Nudging and tricks to use



# Dr ADRIAN FURNHAM

his speaking topics

## ***The Psychology of Money and Motivation***

- Intrinsic and extrinsic motivation
- Money madness
- Financial literacy

## ***The Psychology of Time***

- Time types and cultural differences
- Chronobiology
- Views of the past and future

## ***The Psychology of Shopping***

- Types of shoppers
- Retail therapy
- The tricks of shops and websites

## ***The Psychology of Christmas***

- Christmas cards and letters
- Present giving and receiving
- Eating and drinking

## ***The Psychology of Sigmund Freud***

- What Freud really said
- Psychology of dreams
- Oral, Anal and Phallic types

## ***The Psychology of Humour and Laughter***

- What is a good joke?
- Types of humour
- The functions of humour



# Dr ADRIAN FURNHAM

his speaking topics

## ***The Psychology of Culture Shock and Travel***

- Types of traveller
- Cultural differences
- How to cope with culture shock

## ***The Psychology of Creativity and Innovation***

- Can we define and measure creativity?
- The creative person and process.
- How to increase creativity.

## ***The Psychology of Love and Attraction***

- Can we define beauty?
- What men look for in women and vice versa
- Types of love

## ***The Psychology of Body Language and Lying***

- What is Body Language?
- Verbal, visual and vocal communication
- Cues to lying





# Dr ADRIAN FURNHAM

## key facts

### Currently ...

- Adjunct Professor at BI: The **Norwegian Business School** (2009-present)
- Fellow of the **British Psychological Society** (1985-present)
- Fellow of the **Leadership Trust** (2010-present)
- Founder, **Applied Behavioural Associates**, a consultancy (1985)
- professional **speaker** and **moderator**

### Formerly ...

- Professor of Psychology, **University College London** (1992-2018)
- Lecturer in Psychology at **Pembroke College, Oxford** (1979-1982)
- Holds **3 doctorates** and **3 masters** degrees, having been educated at the **London School of Economics** and **Oxford University** – (D.Phil 1981, D.Sc 1991 and D.Litt 1995)

Flies from **London**

Speaks to audiences around the world, addressing conferences, client forums and management meetings



### Sample speaking topics:

- *Vocational Preferences*
- *Generational Differences at Work*
- *The Psychology of Happiness and Well-Being*
- *The Future of Work*
- *The Psychology of Teamwork*
- *The Psychology of Office Politics*
- *The Psychology of Persuasion and Negotiation*
- *The Psychology of Money and Motivation*
- *The Psychology of Time*

# Dr ADRIAN FURNHAM

## what people say

"Adrian's presentation was extremely interesting, clear and **perfectly pitched** to the level of the audience. The use of examples and **humorous anecdotes** was well received."

"Professor Furnham proved **highly engaging** with the delegates. His content was very pragmatic for our audience. **An excellent speaker.** Thoroughly enjoyed it."

Dr Furnham has presented to hundreds of organisations in the UK and around the world over the last decade at leadership briefings, client forums and conferences. These include:

Associated British Foods plc	Goldman Sachs	BBC	<i>The Economist</i>
Abu Dhabi Executive Council	Lloyds TSB	British Airways	HSBC
Civil Services Club Singapore	Emirates	Welsh Assembly	British Army
British Quality Foundation	DVLA	NHS	KPMG
Ministry of Foreign Affairs Singapore	Coca Cola	Baker Tilly	The Sunday Times
Metropolitan Police	Bechtel	Vistage	Ogilvy
Global Fixed Income Institute	Eversheds	Anglo American	Serco
Mountainview Learning	CRF	Ferrovial	LVMH
Mars	M&G Investments	Mentis	Ministry of Defence
SIOPSA	L'Oreal	Serco	... and many others.

*Like Noel Coward, he believes work is more fun than fun and considers himself to be a well-adjusted workaholic. He rides a bicycle to work (as he has always done) very early in the morning and does not have a mobile phone. Adrian enjoys writing popular articles, travelling to exotic countries, consulting on real-life problems, arguing at dinner parties and going to the theatre. He hopes never to retire.*



### Useful links for Adrian Furnham:

- TIB Speaker Web Page >> [Go to Webpage](#)
- TIB Speaker Profile >> [Download PDF](#)
- TIB Video Channel >> [Watch Video 1](#)  
>> [Watch Video 2](#)

approachable • practical • insightful



Andrew Vine  
CEO  
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Appointed Agency

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