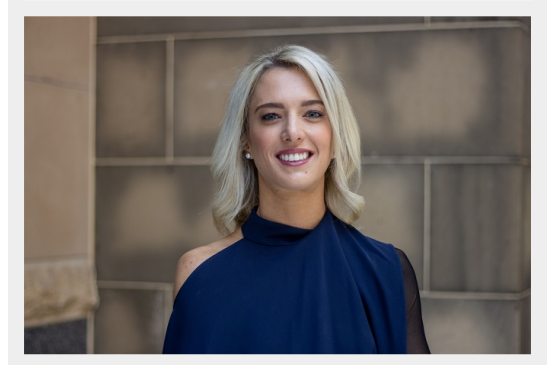


## Dr Juliette Tobias-Webb

*Behavioural Scientist, Superstar of STEM,  
Experimentation & Keynote Speaker*



Juliette is passionate about working with companies and researchers to design and rigorously test solutions that encourage positive behavioural outcomes. She specialises in large scale behavioural change and in designing for individuals facing more complex cognitive situations (mental health, addiction, cognitive decline). She is also passionate about helping individuals be more productive, set and stick to goals, have better wellbeing and feel happier.

Juliette has a PhD in Experimental Psychology from the University of Cambridge. She enjoyed stints as a lecturer and research officer at globally-renowned institutions including the University of British Columbia, the University of Sydney, Bond University, and Kaplan University. She has also published a number of journal articles in leading psychology and neuroscience journals. She currently teaches an evidenced-based MBA Leadership course that covers topics such as empowerment, motivation, resilience, wellbeing and equality through organisational design.

Commercially, Juliette has worked for a range of leading government and corporate organisations to develop programs of work encouraging and measuring positive human behaviour change. She was a Senior Manager in Behavioural Science for Commonwealth Bank, the Behaviour Change Lead for Ogilvy Australia and a Research Fellow for the Behavioural Insights Team.

### *Dr Juliette Tobias-Webb speaks about:*

#### **BEHAVIOURAL EDUCATION AND INSIGHTS**

Juliette is an avid educator and presenter. She believes everyone can benefit from learning about behavioural science, using fun, practical and innovative insights. Services offered:

- Keynotes
- Workshops and Presentations
- Behavioural Advisory
- Insights Reports
- Media Engagement

## BEHAVIOURAL DESIGN

Juliette has worked with a range of organisations to design better for humans. Her academic and corporate experiences enables her to use behavioural evidence to explore complex issues and develop practical and innovative solutions across a range of contexts. Services offered:

- Behavioural Diagnostics
- Intervention Design
- Literature Reviews
- Collaboration with Project Teams

## BEHAVIOURAL MEASUREMENT

Measurement and experimentation is the key to understanding the impact of a product, program or service. Juliette can help your team develop the capacity to identify and measure behavioural change using rigorous methods. Services offered:

- Experimental Design
- Behavioural Evaluation
- Collaboration with Data Teams
- Identification of Behavioural Metrics

## INCLUSION BY DESIGN

Bias in the workplace and how to counteract it. Are you tired of the same old approaches to diversity and inclusion? This presentation offers a fresh perspective by shifting the focus from changing human minds to workplace redesign.

“Inclusion by design” will take you on a journey to uncover how bias is embedded in our everyday thoughts, actions, workplaces and technology. You’ll be shocked to discover how even the most mundane things in our lives, like the size of our smartphones, our seatbelts, or the temperature of our office, are influenced by unconscious bias.

The audience will be empowered to think outside the box. You’ll learn why traditional methods (i.e. unconscious bias training) fall short. You’ll discover new opportunities for growth and transformation in even the smallest workplace details, like the portraits on the wall.

This presentation will be engaging, interactive and thought-provoking, providing the audience with actionable insights to create inclusive environments where everyone, regardless of gender or background, can thrive.

## Client testimonials

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“ We invited Juliette to present at Google AUNZ biggest internal tech event to share with over 2,000 employees insights around Behavioural Science and Behavioural design. Juliette was

both engaging and able to clarify key concepts to help employees think more broadly on the way they provide value to our users.

**- Site Program Manager, Google Sydney**

“ Juliette is a fabulous speaker! We needed a speaker to help connect the dots between psychology and its impact on diversity in the workplace. Juliette’s customised presentations, high energy, and smart insight absolutely hit the mark. In fact, her message resonated so much with our attendees and myself that we talked about her presentation at and after the events.

**- Events and Communications Manager, Aviation/Aerospace Australia**

“ We were looking for a behavioural insights expert that not only had the theoretical expertise in the topic but the private sector experience to show our young professionals audience how behavioural insights is used in the private sector. Juliette had not only this precise experience but the ability to present on the topic in an engaging way that enhanced the understanding of the audience in the topic. The positive audience feedback supported my view that Juliette was an excellent presenter on this topic, and I would not hesitate recommending her to speak on the topic to others.

**- Law and Policy Design Officer, Australian Taxation Office**

“ Anyone in my network should reach out to Juliette. She is a great speaker & conversationalist and would be a highlight of any event.

**- Director & Co-Founder, STEM Punks**

[VIEW SPEAKER'S BIO ONLINE](#) 

[VIDEO OF SPEAKER](#) 