



## Helen Fisher

### Neuroscientist and anthropologist

Anthropologist Helen Fisher studies gender differences and the evolution of human emotions. She's best known as an expert on romantic love.

## Helen's biography

### Helen Fisher's background

Internationally-renowned neuroscientist and biological anthropologist Dr. Helen Fisher is a pioneer in the biology of human personality and the neurochemistry of [leadership](#). As the Chief Scientific Advisor for Match.com and named one of “the 15 most amazing women in science today” by Business Insider, Dr. Fisher has given the world a new way to look at relationships and “corporate chemistry.”

A TED All-Star, Dr. Fisher has delivered five TED Talks which have been viewed by more than 12 million people worldwide and addressed audiences at Fortune, the Cannes Lions International Festival of Creativity, the World Economic Forum, SXSW, The Economist's Ideas Economy and the G-20. With her groundbreaking research, Dr. Fisher shows how understanding the biology behind personality styles can be used to [build teams](#) and corporate boards, advertise, innovate, improve relationships and succeed at work.

Dr. Fisher's personality questionnaire, The Fisher Temperament Inventory, has been taken by over 14 million people in 40 countries and is the first and only personality questionnaire built from and validated by [neuroscience](#) (using fMRI brain scanning data). Her discovery of the four basic biological styles of thinking and behaving — Explorer, Builder, Director and Negotiator — represents the biggest leap in personality tools in the last 100 years.

Dr. Fisher is the Co-Founder and Chief Science Officer of NeuroColor, a revolutionary business consulting and training firm. Her work reveals how to recognize and influence each personality style, increasing the effectiveness of teams and improving our understanding of how individuals collaborate,

resolve conflict, sell, innovate and lead.

Along with her concept of the four thinking styles, Fisher's research from NeuroColor has been profiled in Harvard Business Review's 2017 March-April issue, The New Science of Teamwork, The Wall Street Journal and in the 2017 book, The Leading Brain: Powerful Science-Based Strategies for Achieving Peak Performance.

A consultant for Procter & Gamble and American Express, Dr. Fisher helped VISA understand card usage data and Deloitte University create stronger [customer services](#).

A Senior Research Fellow at The Kinsey Institute and an Anthropologist at Rutgers University, Dr. Fisher is the most referenced scholar in the field of love and relationships in the world today. A documentary film based on her work, Sleepless in New York, premiered in April 2014. She has written five bestsellers on the neuroscience behind human social behavior, including Why Him? Why Her? and the 1994 classic Anatomy of Love, which was released in a second edition in February 2016.

Appearing on almost every major U.S. News outlet, including 20/20, The Colbert Report, The Today Show, Good Morning America, CBS Today and the NBC Nightly News, her articles have appeared in HuffPost, The Economist, the New York Times, The Wall Street Journal and Newsweek — where she examined the leadership styles of presidential nominees.

## Helen's talks

- **The female mind: Born to lead**

Worried about the bottom line? There's a potent resource nearby. Using her brain scanning studies (fMRI) and her questionnaire now taken by 14 million people in 40 countries, neuroscientist and biological anthropologist Helen Fisher reports that as women move into the paid workforce around the world, they bring some innate—and powerful—talents to a contemporary business climate that needs these female skills. But women vary in how they use their biologically-based capacities to lead.

So Fisher dissects basic, yet profound, gender differences in the brain and behavior to show how the sexes think, act and lead differently, how different types of women naturally lead in different ways, and how women's ancient abilities are becoming priceless assets to the modern bottom line.

- **The drive to love: Romance in the digital age**

Is technology changing love? Is monogamy natural? Why do you fall in love with one person rather than another? How can you use neuroscience to keep love alive? And where are we headed in our digital age.

Anthropologist and neuroscientist Dr. Helen Fisher uses her brain scanning work (fMRI) to discuss three brain systems that evolved for mating and reproduction—the sex drive; romantic love; and attachment; and maintains that these basic mating instincts will not alter due to Internet dating. But the Internet is changing how we court and who we choose. Hooking up? Friends with Benefits? Polyamory?

Fisher then uses her data on 35,000 single Americans to explain modern dating tactics—from Millennials to Seniors—and the newest trend in courtship, what she calls “slow love.” She also proposes that humanity has evolved four broad basic styles of thinking and behaving which draw us naturally toward one person rather than another—in love and business. And she discusses the biological underpinnings of love at first sight, love addiction, adultery and divorce. Last she shows some of the brain circuitry of long-term romantic happiness and explains how to use neuroscience to keep love alive.

- **Using neuroscience to 'Win friends and influence people' naturally: A workshop**  
How can you reach colleagues and customers, spark innovation, build better teams and lead more effectively – using brain science? Helen Fisher, PhD biological anthropologist and neuroscientist, shows you how to reach into the minds of others to win friends and influence people. We are walking billboards of who we really are. A person's LinkedIn profile, their emails, twitter posts and Facebook pages – even their doodles – say a lot about their specific biological style of thinking and behaving.  
Fisher trains you on how to read these hidden messages using her brain scanning studies and data from her questionnaire (now taken by over 14 million people). Then, based on her data on 30,000 men and women, she shows you how to use specific words, phrases and conversation styles to connect with them. As she said in the March 2017 issue of the Harvard Business Review: “When you know the brain, you can reach anyone.”

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