

A woman with long brown hair, wearing a blue dress and black heels, stands on a stage. Behind her is a large blue screen displaying text. To her right is a large red TEDx logo. The stage is dimly lit, with the screen and logo providing the main light sources.

Being a little  
unconventional and  
up to a lot of saving

**KERRY K. TAYLOR**

Speaker • Author • Financial Journalist

[Squawkfox.com](http://Squawkfox.com)



## ABOUT KERRY

**Kerry Taylor is helping humans around the world rewire their brains to master money.**

In a tech-driven world dominated by social media, AI and algorithms, and uninterrupted connectivity, Kerry helps people better understand how our human biases, behaviors, and emotions around money can be influenced by everyday life pressures and technology - and what to do about it!

Combining her unique background in financial journalism and computer science focussing on human-computer interaction, Kerry excels in making sense of everyday money challenges in a world where personal finance meets behavioral science and technology.

Best known as one of the one of the world's top personal finance bloggers, Kerry's website Squawkfox.com rose to international acclaim in 2009 and was voted Canada's best money blog by *Globe and Mail* readers in 2010. *Chatelaine* named Kerry the "gold standard" for personal finance blogging in 2014 for inspiring readers around the world to make wiser financial decisions.





Kerry is a *Toronto Star* personal finance columnist, a money expert on CBC's *On The Money*, and a former financial columnist at the *Globe and Mail*. She has appeared on lifestyle shows *The Marilyn Denis Show*, *Canada AM*, and CTV's *Your Morning*. Kerry is all business on newscasts – CBC's *The National*, *BNN*, *CTV News*, and radio programs across North America. Kerry is the author of the national best-seller *397 Ways To Save Money – Spend Smarter & Live Well on Less*.

As a speaker, Kerry has spoken to technology companies, businesses, associations, education federations, government departments, law firms, and diverse groups of entrepreneurs who all want to master the mindset of money, reduce financial stress, and be entertained by our common money missteps and irrational financial habits – all to inspire real change.

Kerry is a journalism graduate from Carleton University and studied computer science at the University of British Columbia. She is currently working towards her Qualified Associate Financial Planner (QAFP) certification with the Financial Planning Standards Council.

## KEYNOTE TOPIC:

# MONEY SENSE ISN'T COMMON SENSE

Mastering money is just a matter of using some common sense, right? Make a budget, cut out the coffee, and you'll be a millionaire in no time, right? Nope.

The problem is money isn't just about math (or coffee) – our money sense is often influenced by sneaky behavioral and emotional biases that turn our good intentions into costly financial mistakes.

- Why do we love “FREE” stuff so much?
- How do FOMO and social media wire you to spend?
- Use brain science to hit your next-level goals.
- How to silence financial anxiety, for good.

Combining her interdisciplinary background in financial journalism and computer science with behavioral science and her seemingly irrelevant experience in Ironman racing, organic farming, and sketching on napkins, Kerry explains how our behavioral biases and spending decisions curb our ability to save, and what we can do to fix it.







# ABOUT MONEY

We all feel it. Financial anxiety is real. All generations, all life stages, all ages. We all want to get our money right, starting today.

We don't always make financial choices in a rational way. It's our emotional reactions and built-in biases that trip us up. This is normal!

**The organizations and businesses who recognize these challenges have it right.** They know when their teams are feeling less financial stress at home they are happier everywhere. At home, in life, and at work.

There's a lot we can do. I want to show you the behavioural forces at play so we can rewire our brains to be better with money. I want you to be entertained by our common mental shortcuts and brain quirks too. This is fun stuff and it makes a big difference in our financial lives.



# How To Book KERRY

Let's get started! Shoot me an email at **kerry@squawkfox.com** to discuss dates, availability, and your opportunity.

Once confirmed, I'll make sure you have all creatives including bio, headshot, introduction, and promotional videos. I look forward to helping make an engaging and impactful event for you and your audience.





# KERRY K. TAYLOR • MONEY MEDIA

