

Jeff Leitner

Founder of Unwritten Labs, Social Innovator, Researcher, Author, Teacher

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Topics

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- Thought Leader



About Jeff Leitner

Jeff Leitner is an experienced social innovator and expert on engineering social change.

He is Innovator in Residence at the University of Southern California, housed in the world's largest school of social work. There, he facilitated design and development of the nation's first doctorate in social innovation; the nation's first graduate school of nursing to fully integrate social determinants of health; and a graduate fellowship in social innovation.

Leitner led developed of the first methodology for leveraging social norms to effect social change, which is now taught in universities and training programs in business, healthcare and social sector leadership.

He is a fellow at New America in Washington, D.C., author of *See Think Solve: A Simple Way to Tackle Tough Problems*, and speaker and facilitator on the organizational and larger social influence of unwritten rules. He was the inaugural Innovator in Residence at the University of Southern California, founder of Insight Labs, and co-founder of the award-winning UX for Good, has worked to create change for governments, such as the U.S. Department of State and NASA; corporations, like Starbucks and Panera; institutions, like Harvard Medical School and TED; and NGOs, like Ashoka and the Dalai Lama Center for Peace and Education.

Select Keynotes

• The Rules That Matter Most

Jeff Leitner provides a rare insight into how people and organizations really work – namely that they're complying with hundreds of unwritten, unspoken rules. Armed with social science, real-world experience, and humor, he tells leaders how these rules work, about the relationship between unwritten rules and official policies, and how to leverage these mysterious rules to greatly improve outcomes and change behavior in companies, markets, and society.

• The Rules That Matter Most for Change and Innovation -

Leitner turns the tables on the dismal success rate of organizational change and market innovation, explaining the all-important role that unwritten rules play in crippling our best efforts. Then he walks the audience through what they can do immediately to begin to shift conditions and set themselves up for success.

• The Rules that Matter Most for Social Impact

Explore the biggest obstacle to real social impact: unwritten, unspoken rules that shape our behavior and doom our best efforts to solve big problems. Leitner will guide the audience through new insights – the foundation of the nation's first doctorate in social innovation, which he designed – that will prepare them to make significant and lasting impact.

• Unwritten Rules

Leitner is one of a growing number of researchers and practitioners advancing the science and application of unwritten rules. Largely overlooked as a social phenomenon, unwritten rules appear to play an out-sized role in all social environments, including teams, organizations, markets, industries, and communities. They may also prove to be an invaluable bridge between the what we know about individual behavior and systems.

“The good news is that unwritten rules keep our groups stable and predictable. Every day when we wake up, we know what’s expected of us by our families, our colleagues and our companies. But there’s a dark side to stable and predictable: unwritten rules make those groups highly resistant to change.”

Select Book Titles

- **2018:** See Think Solve: A Simple Way to Tackle Tough Problems

Select Articles

- [The Unwritten Rules of Social Norms with Jan Johnson & Jeff Leitner](#)

Welcome to a special edition of “What’s Next?” In this episode, you’ll hear Jan Johnson and Jeff Leitner discuss the unwritten rules of social norms at our 2018 global summit in Madrid, Spain.