Wayfinder Office Hours with EiR Leila Entezam

Leila Entezam is graciously offering recurring office hours every 2nd Friday of the month between 1:00 and 3:00 pm to meet one-one-one with teams or individuals on a topic of your choosing from her areas of expertise. See below for available topics and how to reserve your slot!

**Topic**
Through one-on-one office hours, EiR Leila Entezam provides Wayfinder teams individualized mentorship in various aspects of the psychology of entrepreneurship, including:

- Human decision making and how that affects product design and delivery considerations
- Crafting your pitch so that it best resonates with your audience
- Emotional factors that play into being an entrepreneur

**About Leila Entezam**
Leila Entezam has a B.S. in Neuroscience with a minor in Psychology, a M.B.A., a M.A. With Distinction in Counseling and Psychology, and maintains a small clinical practice to stay immersed in exercising feelings. As a business professional, Leila has an extensive background that includes managing complex projects, maintaining CFO- and CEO-level duties, and being a consultant to high profile clients that include professional athletes, celebrities, and chief executives. Leila's work is focused on EQ-centered design, using emotions to increase brand engagement. She helps companies apply the latest insights from psychology, neuroscience, decision making research, and business into their initiatives, creating a transformation from informational to unforgettable, turning one time consumers into long-time fans. In addition, she serves as a mentor to several top ranked incubators, including Singularity University. Leila is also a published writer, and frequent public speaker in the space of emotional intelligence, including as it relates to AI and other technology. #humanizingtechnology #userexperience #humanengagement

**How to Reserve Your Slot**
Office hours are available on the 2nd Friday of the month at the Cove between 1:00 pm to 3:00 pm, by appointment only. To request an appointment, send an email to wayfinder@uci.edu with your time preference and topic of interest. Requests should be submitted at least 1 week prior to your requested appointment time.