

**Prof. Richard Layard**

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**Bio**

Richard Layard is an economist who thinks there is more to happiness than just the economy. In 2005 he wrote the best-selling book *Happiness: Lessons from a New Science*, translated into 20 languages. He has had huge influence on making psychological therapy more widely available in Britain's National Health Service, and in 2014 co-authored *Thrive* - on how we can secure a better deal for mental health. His forthcoming co-authored book, *Value for Money*, argues that public money should be spent on those policies which produce the most wellbeing per pound spent.

In 2010 Richard Layard co-founded of Action for Happiness, an international movement to promote a happier way of living. Since 2012 he has also been a co-editor of the World Happiness Report and he is also a Director of the World Wellbeing Movement, based at Oxford University's Wellbeing Research Centre.

**Keynote address on:**

**How can psychologists influence what happens?**

**Abstract**

I will discuss how in the UK we build a new psychological therapy service that has treated eight million people. And, more generally, I shall discuss how wellbeing can become the objective of government. The secret in both cases is to build on cost-benefit analysis, which is well-established in all countries. But we have to change its measure of benefit from income (as now) to wellbeing.