

How to *introduce* Owen.

READ VERBATIM Two introductions — one to set the room up properly, one for when the agenda is tight. Whichever fits, read as written.

Long intro.

~365

WORDS

≈ 2:15

READING TIME

Use when the program has room to breathe — opening keynote, headline slot, dinner address. Lean into the pauses.

If you've ever talked yourself out of something you were actually good at... or watched a smart team make a decision that made no sense... or felt absolutely certain about something and later couldn't explain where that certainty came from — then you've already met the most powerful propagandist you will ever face. It isn't on a screen. **It's in your own head.** And our next speaker has spent over two decades studying exactly how it operates.

Owen Fitzpatrick is a social psychologist, author, and speaker who studies how belief is formed, how it resists change, and what it actually takes to shift it. To understand belief at its most extreme, he conducted field research in **North Korea, Rwanda, and Afghanistan** — places where belief is weaponized. To understand it at scale, he's worked with **Google, LinkedIn, Pfizer, and Coca-Cola**, trained in negotiation at Harvard and persuasion at MIT, and been rated the most engaging speaker by ten thousand attendees across two consecutive events. He's the author of nine books, published in **twenty-one languages**.

But here's what makes him different: his understanding of belief is *not theoretical*. He has had to rebuild his own — once after a serious mental health crisis, and again when the pandemic erased most of his livelihood overnight. He doesn't speak about belief as someone who has it all figured out. He speaks about it as someone who had to earn it back.

His new book is called **Inner Propaganda** — and it's been endorsed by **Daniel Pink, Robert Cialdini, and Tony Robbins**. His framework is **Belief Leadership**. And his promise is simple: the leader you need to manage first is the one staring back at you in the mirror — running a campaign you never authorized.

So rather than sit back and relax, I'd invite you to lean in, because you're about to see your own mind in a way you can't unsee. Please welcome: Irish by birth, a psychologist by training, a storyteller by instinct, and a student of belief by obsession — all the way from Dublin, by way of New York — Owen Fitzpatrick.

Short intro.

~125

WORDS

≈ 0:45

READING TIME

Use when the agenda is tight — panel, breakout, conference track.

Our next speaker has spent two decades answering one question: why do smart people believe things that hold them back — and how do you change it? **Owen Fitzpatrick** is a social psychologist and author who has studied belief everywhere from **North Korea to the boardrooms of Google and Pfizer**. His new book, **Inner Propaganda** — endorsed by Daniel Pink, Robert Cialdini, and Tony Robbins — makes one unsettling point: ***the most dangerous propaganda you'll ever face doesn't come from a screen, it comes from the mirror.*** He's funny, he's direct, and he will change the way you see your own mind. Please welcome, all the way from Dublin by way of New York — **Owen Fitzpatrick**.

