

● SOCIAL PSYCHOLOGIST · KEYNOTE
SPEAKER



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People don't follow plans.
They follow **beliefs**.

Owen
Fitzpatrick.

BELIEF LEADERSHIP™

AUTHOR · INNER PROPAGANDA

CSP / GLOBAL SPEAKING FELLOW

Four talks. One throughline: belief.

Each keynote is built around a working system audiences can use the next morning.

01 FLAGSHIP

Inner Propaganda

The story war inside your mind.

Your brain is running a propaganda campaign against you. Right now. The internal narratives shaping your decisions feel like clear thinking. They are not. They behave like propaganda: selective, emotionally loaded, built to resist challenge. The cost shows up everywhere. In the confidence that disappears before a critical conversation. In the conflict that keeps coming back. In leadership that feels harder than it needs to be. Drawing on belief psychology and firsthand fieldwork in North Korea, Rwanda, and Afghanistan, Owen gives leaders a practical system to name the inner campaign, interrogate it, and rewrite it before it writes their next decision for them. Leaders leave knowing exactly which story is running them, how to stop it, and how to lead from conviction rather than habit.

AUDIENCE LEAVES WITH

Leaders making the same costly decision in different disguises: the language to name the belief driving it and stop. Leaders managing persistent self-doubt or confidence that vanishes at the worst moment: a practical system they can run the following morning. Anyone walking into a high-stakes conversation, a board meeting, or a team losing faith: the ability to go in from a chosen conviction rather than an inherited reaction.

02 CHANGE & AI TRANSITIONS

Belief Leadership™

How leaders make change stick.

Most change efforts don't die at launch. They die in week three, when belief starts leaking. The gap between a good plan and real execution is not strategy. It is belief. In a world being reshaped by AI, the resistance your team feels is not to the technology. It is to what they believe about their relevance, their roles, their futures. The result is predictable: aligned rooms and empty follow-through. Another all-hands. The same drift. Owen gives leaders a three-level system — individual belief, mutual belief, collective belief — to pinpoint exactly where belief is leaking and act before momentum is gone. Leaders leave knowing how to turn a room that says yes into a team that stays yes, long after the launch energy fades and reality returns.

AUDIENCE LEAVES WITH

CHROs and change leaders running AI adoption, restructures, or culture shifts: a three-level diagnostic to pinpoint where belief is leaking before the initiative loses momentum. Leaders who have held all-hands meetings where everyone agreed and nothing changed: the specific tools to close that gap. Managers whose teams are capable but inconsistent: a system to build individual, mutual, and collective belief so strong performance becomes the standard, not the exception.

03 AI & COGNITION

Brain Prompting

Master thinking in an AI-driven world.

Everyone is learning how to prompt AI. Nobody is learning to prompt their own brain. The quality of every output — from ChatGPT to your own team — depends entirely on the quality of the input. Most leaders run on default thinking: anxious questions produce anxious answers, reactive framing narrows a decision before it gets made. The same unexamined thinking you bring to your leadership is what you are bringing to your AI. Owen's Brain Prompting system teaches leaders to apply the same care and intention to their own thinking that they now apply to their prompts. The result: decisions that come from genuine clarity rather than accumulated habit. Leaders leave not just thinking better about their work, but thinking better, period.

AUDIENCE LEAVES WITH

Leaders who make reactive calls under pressure and wonder afterward why they went that way: a system for catching default thinking before it shapes a decision that matters. Teams integrating AI into their workflows: the understanding that the thinking going into their prompts is the same thinking going into their leadership, and a practice to improve both simultaneously. Any executive who has walked out of a meeting knowing that was not their best thinking: what to do differently before the next one.

04 COMMUNICATION & INFLUENCE

Stories That Change Minds

Communication that moves people.

This keynote is about one thing: mastering persuasion. Not manipulation. Not charm. The science of making ideas believed. Leaders share information. Their people make decisions based on meaning, identity, and emotion. That gap is where trust erodes, strategies stall, and the best ideas in the room die without anyone saying so. The instinct is to explain more, add another slide, go deeper on the data. But the problem was never information. It was belief. Leaders who know how to build belief earn movement. Leaders who don't end up saying more and landing less. Owen's DELP framework gives leaders and salespeople a four-part system for making any idea land with any audience: understand who you are persuading (Demos), build the credibility that earns trust (Ethos), construct the argument that holds (Logos), and make them feel it before they can reason against it (Pathos). In that order, every time. Leaders leave with a method for crafting the moment that shifts a room and the language to make even a complex case land completely the first time, without a follow-up email to explain what they meant.

AUDIENCE LEAVES WITH

Salespeople and sales leaders whose presentations land but whose deals don't close: the four-part persuasion system that identifies exactly which step is being skipped. Leaders rolling out change who keep using the right words and getting the wrong response: a method for crafting the story that moves a room rather than just informing it. Any executive who has ever sent a follow-up email to explain what they just said in the meeting: the language to make a complex case land completely the first time.