

• 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

# The room doesn't *forget* him.

## ● AUDIENCE VERDICT

What audiences say after Owen leaves the stage — and what the numbers say about reach.

**1.4M+**

TEDX TALK  
VIEWS

**33**

COUNTRIES  
SPOKEN IN

**105 +**

COUNTRIES OF  
FIELD RESEARCH

**10**

BOOKS  
AUTHORED IN 21  
LANGUAGES

“

From surveying 10,000 people across two Forum One conferences, they listed Owen as the most engaging speaker.

Martynas Saikus

CO-FOUNDER, FORUM ONE

“

Owen speaks from the heart, but he backs it up with techniques, ideas, systems and processes that make it easy for audiences to implement.

Tom Ziglar

CEO, ZIGLAR INC.



“

Owen absolutely blew us out of the water. He had the whole room laughing. He was the speaker everyone was talking about — weeks after the event.

Stephanie Scheller

CEO, IMPACT AUTHORITY

# Four talks. One *throughline*: belief.

## 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.

## 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.

## 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.

## 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.

# Three bios. Pick the *length* that fits.

~140

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MEDIUM BIO

Owen Fitzpatrick CSP is a social psychologist, keynote speaker, and one of the world's foremost authorities on why people believe what they believe, and what happens when organizations fail to take that seriously. The creator of **Belief Leadership™**, Owen works with senior leaders who understand that the central challenge in any transformation isn't strategy or structure. It's belief. His work draws on psychology, neuroscience, behavioral economics, and decades of fieldwork across more than 100 countries — including some of the world's most extreme belief environments: **North Korea, Rwanda, and Afghanistan**. His book **Inner Propaganda** examines the hidden architecture of belief that governs human behavior from the inside. He has worked with Google, JP Morgan, LinkedIn, Merck, Pfizer, and Salesforce, coached Billionaires and Olympic Athletes, spoken to audiences in 33 countries, and shared stages with Richard Branson and Seth Godin.

~114

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SHORT BIO

Owen Fitzpatrick CSP is a social psychologist and keynote speaker specializing in the intersection of belief, behavior, and organizational change. As the creator of **Belief Leadership™** and the author of **Inner Propaganda**, he helps leaders understand how beliefs drive decision-making, performance, and culture. Owen has advised senior leaders at organizations like Google, JP Morgan, Pfizer, LinkedIn, and Salesforce. He has spoken in 33 countries and worked with a diverse range of high performers — from billionaires to Olympic athletes. His research explores how belief shapes and often distorts human judgment, drawing from global experiences in complex environments such as North Korea, Rwanda, and Afghanistan. Originally from Dublin, Owen now resides in New York City.

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SUPER-SHORT BIO


Owen Fitzpatrick CSP is a psychologist, keynote speaker, and the creator of **Belief Leadership™** — the discipline of making ideas believed, not just understood. He is the author of **Inner Propaganda** and has spoken to leaders in 33 countries across six continents.

SHARED THE STAGE  
WITH

**Sir Richard Branson · Seth Godin · Andy Andrews**

BASED

**Originally from Dublin · Based in New York · Travels worldwide**



*A psychologist who studies **belief** under pressure — on stages, in boardrooms, and in some of the most belief-driven environments on earth.*

## The *long* version.

Owen Fitzpatrick CSP is a social psychologist, keynote speaker, and the creator of **Belief Leadership™** — a powerful framework redefining how organizations move from ideas to lasting change.

At the core of Owen's work is a bold truth most organizations overlook: ideas don't drive change — **belief in those ideas does**. Companies invest millions in strategy, communication, and culture, only to watch those efforts stall. Not because the ideas are weak, but because people never fully believe in them. Owen operates precisely at that intersection where belief is built, challenged, and ultimately transformed.

His book **Inner Propaganda**, endorsed by Tony Robbins, Daniel Pink, and Robert Cialdini, lays the intellectual foundation for this work. It unpacks how beliefs are formed, defended, and changed, and shows leaders how to align with that process instead of fighting against it.

Owen's research is anything but theoretical. He has traveled to over 100 countries, studying belief systems in some of the world's most complex environments, including **North Korea, Rwanda, Afghanistan, Iran, and Russia**. Combined with his academic grounding in psychology, neuroscience, and behavioral economics, and advanced study at Harvard Business School and MIT, his work brings a depth rarely seen on stage.

Professionally, Owen has advised senior leaders across five continents, working with organizations such as Coca-Cola, Google, JP Morgan, LinkedIn, Merck, Pfizer, Salesforce, Barclays, and AstraZeneca. He has coached billionaires and Olympic athletes, and delivered keynotes in 33 countries.

Behind the scenes, Owen has been trained by Michael Sheehan, media coach to Presidents Clinton and Obama. His TEDx talk has surpassed **1.4 million views**, and he is the author of ten books on behavioral science, translated into 21 languages.

Beyond the stage, Owen is also a filmmaker, screenwriter, and actor whose work has been featured on Amazon Prime and is the creator and host of the **Inner Propaganda** podcast.