

• SOCIAL PSYCHOLOGIST · KEYNOTE SPEAKER

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

Owen Fitzpatrick

BELIEF LEADERSHIP™

AUTHOR · INNER PROPAGANDA

CSP / GLOBAL SPEAKING FELLOW

AUDIENCE PROOF

The room doesn't forget him.

1.4M+

TEDx TALK VIEWS

33

COUNTRIES SPOKEN IN

100+

COUNTRIES OF FIELD RESEARCH

10

BOOKS

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 was the speaker everyone was talking about the next day - and weeks after the event.

STEPHANIE SCHELLER, CEO, THE IMPACT AUTHORITY

SELECTED CLIENT EXPERIENCE

GOOGLE

LINKEDIN

PFIZER

COCA-COLA

BARCLAYS

SALESFORCE

JP MORGAN

ASTRAZENECA

Book platform: Inner Propaganda · Framework: Belief Leadership™ · Based: New York City · Travels worldwide

Ideas do not drive change. *Belief* does.

Organizations invest heavily in strategy, communication, AI adoption, and transformation - but people do not act on ideas they do not believe in. Owen Fitzpatrick shows leaders and teams how beliefs are formed, challenged, and changed, and how to build the trust and buy-in needed to move people from uncertainty to action.

For more than 25 years, Owen has built an international keynote career across Europe, the US, and global markets - speaking in markets including the UK, Ireland, Spain, Italy, Germany, Austria, the Netherlands, Lithuania, India, Monte Carlo, and the United States, and sharing stages with Sir Richard Branson, Seth Godin, and Andy Andrews. Now based in New York, he is expanding his US keynote presence for leadership, sales, and transformation audiences.

ABOUT OWEN

Owen Fitzpatrick CSP GSF is a social psychologist, keynote speaker, best-selling author, and creator of Belief Leadership™. His work sits at the intersection of psychology, neuroscience, behavioral economics, propaganda theory, and communication.

His book Inner Propaganda, endorsed by Tony Robbins, Daniel Pink, and Robert Cialdini, explores how beliefs shape behavior, identity, trust, and influence. His fieldwork includes studying belief systems in Rwanda, North Korea, Afghanistan and other high-pressure environments.

BEST FIT AUDIENCES

Leadership conferences, sales kickoffs, executive meetings, transformation events, AI adoption programs, culture change initiatives, and high-stakes communication environments.

Owen is especially strong when the client needs more than motivation: they need psychology-backed trust, influence, buy-in, and behavior change.

FEE

US\$25,000 keynote

FORMAT

45-60 minute keynote

TRAVELS FROM

New York, USA

CORE TOPICS

Belief · Influence · Trust · Behavioral Change · AI Disruption

CREDENTIALS

CSP · Global Speaking Fellow · 33 countries

POSITIONING

Psychology-led keynote for leadership, sales and transformation audiences

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

Four talks. One *throughline*: belief.

01 FLAGSHIP

Inner Propaganda

The war inside your mind.

Your brain is running a propaganda campaign - and many of the stories shaping decisions, confidence, and leadership feel like clear thinking when they are not. Owen shows audiences how internal narratives shape belief, trust, and action, and how to challenge the stories that limit performance, communication, and change.

AUDIENCE LEAVES WITH

- A practical way to identify the beliefs driving behavior
- Tools to challenge limiting narratives and reframe resistance
- A clearer understanding of how belief shapes trust, influence, and action

02 CHANGE & AI TRANSITIONS

Belief Leadership™

How leaders make change stick.

Most change efforts do not die at launch. They die when belief starts leaking. Owen gives leaders a three-level system - individual belief, mutual belief, collective belief - to pinpoint where belief is breaking down and build the conditions for sustained commitment.

AUDIENCE LEAVES WITH

- A diagnostic for where belief is leaking
- How to build trust before asking for buy-in
- Tools to turn alignment into action after launch energy fades

03 AI & COGNITION

Brain Prompting

Master thinking in an AI-driven world.

Everyone is learning how to prompt AI. Almost nobody is learning how to prompt themselves. Owen shows leaders how default mental prompts shape decisions, teams, and AI outputs - and how better questions create clearer thinking and action.

AUDIENCE LEAVES WITH

- A system for catching default thinking under pressure
- How mental prompts shape decisions and culture
- Tools for questions that generate clarity instead of fear

04 COMMUNICATION & INFLUENCE

Stories That Change Minds

Communication that moves people.

Leaders share information. People make decisions based on meaning, identity, and emotion. This keynote teaches leaders how to use story as a precision tool for alignment, trust, decision-making, and high-stakes influence.

AUDIENCE LEAVES WITH

- The anatomy of a story that changes minds
- How to make strategy land emotionally, socially and logically
- A method for making complex ideas believed

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



INTELLECTUAL DEPTH

Built on 25 years across psychology, neuroscience, propaganda theory and behavioral economics - with belief-fieldwork in Rwanda, North Korea, Afghanistan and beyond.

GENUINE CUSTOMIZATION

Owen is obsessed with context: the audience, the pressure, what has happened before him on the day, and what must be true after he leaves.

PSYCHOLOGICAL RANGE

He integrates social psychology, cognitive science, influence, story, and belief into a coherent framework audiences can apply immediately.

STORYTELLING CRAFT

As an award-winning screenwriter and actor, Owen understands story not as decoration, but as the mechanism through which beliefs form and change.

"Owen is able to teach people about sales, influence, and persuasion. He is a pleasure to listen to."

DR. RICHARD BANDLER · CO-CREATOR OF NLP

Clear terms. *Easy* to pitch.

Designed for bureaus and event partners who need fast, practical details for client conversations and client-ready pitching.

ON-SITE KEYNOTE FEE

US\$25,000

45-60 minute keynote

VIRTUAL KEYNOTE FEE

US\$25,000

Remote keynote over video

DOMESTIC US TRAVEL

US\$2,000

Flat travel/service amount

INTERNATIONAL TRAVEL

US\$4,000

Flat international travel/service amount

TECH REQUIREMENTS

- Owen uses a MacBook Pro with HDMI and presents in PowerPoint at 16:9 aspect ratio.
- Wireless lavalier or headset microphone required; handheld microphone available for audience questions.
- Standard A/V projector and screen required.
- If video is used, audio-out from Owen's MacBook Pro should run to the room system. Owen will confirm this in advance.

ROOM & EVENT SETUP

- Theatre or classroom style preferred; circular tables should face the stage as much as possible.
- Audience should be seated close together and near the stage to preserve room energy.
- A wide room is preferable to a long room. Any podium should be moved to the side.
- Professional photography is welcomed for event promotion. Video recording is subject to contract terms.

For client-facing use: fees and logistics can be quoted through the representing bureau or agreed booking channel.

Three bios. Pick the *length* that fits.

SUPER-SHORT BIO

Owen Fitzpatrick CSP GSF is a social psychologist, keynote speaker, and 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.

SHORT BIO

Owen Fitzpatrick CSP GSF is a social psychologist and keynote speaker who works at the intersection of belief, behavior, and organizational change. The creator of Belief Leadership™ and author of Inner Propaganda, Owen helps leaders understand how beliefs drive decision-making, performance, and culture. Originally from Dublin, he now lives in New York City.

MEDIUM BIO

Owen Fitzpatrick CSP GSF is a social psychologist, keynote speaker, best-selling author, and one of the world's leading authorities on why people believe what they believe - and what leaders can do about it. The creator of Belief Leadership™ and author of Inner Propaganda, Owen helps organizations build trust, win buy-in, and turn uncertainty into action. His work draws on psychology, neuroscience, behavioral economics, and fieldwork across more than 100 countries. He has worked with organizations including Google, JP Morgan, LinkedIn, Merck, Pfizer, Salesforce, Coca-Cola, Barclays, and AstraZeneca, and has delivered keynotes in 33 countries.

POSITIONING SUMMARY

Psychology-led keynote speaker for leadership, influence, trust, behavioral change, and transformation audiences.