

# ≡ PATRICK J. MCGINNIS



## PATRICK J. MCGINNIS KEYNOTE SPEAKING & WORKSHOP OVERVIEW



# PATRICK J. MCGINNIS

**Author, Entrepreneur, Creator of the Term FOMO**

## About Patrick

Dubbed a "pop entrepreneur" by New York magazine, Patrick J. McGinnis is a venture capitalist, bestselling author, and creator of the hit podcast FOMO Sapiens whose work centers on the intersection of decision-making, influence, and entrepreneurship. He coined the term FOMO (Fear of Missing Out) and its lesser-known twin, FOBO (Fear of a Better Option), in a 2004 article at Harvard Business School. FOMO has since been added to the dictionary, and FOBO was the subject of Patrick's popular [TED Talk "How to Make Faster Decisions."](#) The New York Times, Le Monde, FT, and El País have covered his work on FOMO, FOBO, and decision-making.

The author of two international bestsellers, *The 10% Entrepreneur: Live Your Startup Dream Without Quitting Your Day Job* and *Fear of Missing Out: Practical Decision-Making in a World of Overwhelming Choice*, Patrick is the brand ambassador for Latin American tech titan MercadoLibre's award-winning "Fear of Missing Audience" campaign. Additionally, Patrick appears in the cautionary crypto documentary *This is Not Financial Advice*, which premiered at the Tribeca Film Festival.

A graduate of Georgetown University and Harvard Business School, Patrick has visited more than 115 countries and is fluent in Spanish, Portuguese, and French.

## Keynote Speaking

Over the past ten years, Patrick has delivered keynote speeches to audiences across the globe. From New York to San Francisco, Miami to London, Baku to Dakar, Yangon to Buenos Aires, and all over Zoom, Patrick's inspiring, interactive, fun and yet highly practical keynotes and workshops centered on decision-making, entrepreneurship, and entrepreneurial thinking have inspired thousands of people to live better, more entrepreneurial lives. On the following pages, discover summaries of Patrick's range of keynotes. Please note that Patrick will customize the content and format of his programs to the needs of your organization and also accepts commissions. In addition to English, he also delivers keynotes in Spanish and Portuguese.

**"As the creator of the term FOMO, Patrick J. McGinnis is uniquely positioned to lead the fight against this very modern affliction."**

**- Arianna Huffington, Founder & CEO, Thrive Global**





# DECISIVE LEADERSHIP IN THE AGE OF FOMO

## ***How to Lead with Conviction in the Age of Overwhelming Choice***

### **SUBJECT AREA:**

- Leadership
- Decision-Making
- Technology

### **AS A RESULT OF THIS PROGRAM, ATTENDEES WILL:**

- Understand the psychology of fear-based decision-making
- Identify the root causes of distraction and inaction
- Design triggers that support effective decision-making and drive action
- Develop core daily practices to cultivate a decisive mindset

### **FORMAT:**

- Keynote, workshop, and fireside chat formats available

Are you a CEO navigating a wave of industry consolidation? A leader worried about being left behind in the AI arms race? An investor watching in disbelief as peers pour money into things that make no sense? The hardest thing in leadership today isn't making the right decision. It's making any decision at all in a world where every choice comes with the nagging fear that there was a better one you missed.

At the center of this dynamic is a powerful psychological force known as Fear of Missing Out. FOMO is the hidden engine behind asset bubbles, speculative mergers, and poor strategic decisions across the spheres of finance, marketing, corporations, technology, or public policy.

In this interactive keynote based on Patrick McGinnis's bestselling book *Fear of Missing Out: Practical Decision-Making in a World of Overwhelming Choice*, Patrick unpacks the psychology behind distraction, comparison, and indecision. He also shows how FOMO shapes modern leadership, why it causes organizations to chase too many opportunities, and how decisive leaders learn to filter the noise, commit to a direction, and move forward with clarity.

Drawing on cutting-edge psychology, interactive activities, and practical decision frameworks, McGinnis shows leaders how to transform FOMO from a source of anxiety into a strategic advantage. The result is a leadership mindset that prioritizes focus, conviction, and disciplined decision-making in a world overflowing with choices.



# FOMOAI: USE THE MACHINE. TRUST YOURSELF. FEAR NEITHER.

## ***Implementing Transformative Technology Based on Conviction Not Fear***

### **SUBJECT AREA:**

- Decision-Making
- Strategy
- Technology

### **AS A RESULT OF THIS PROGRAM, ATTENDEES WILL:**

- Recognize when FOMOAI, not strategy, is driving decisions
- Navigate the continuum between the human and artificial intelligence
- Leave with a clear framework for knowing when to use the machine, when to trust themselves, and how to lead with conviction

### **FORMAT:**

- Keynote, workshop, and fireside chat formats available

Fear has always been a poor substitute for strategy. Yet right now, from boardrooms to trading floors, leaders are making massive bets on AI that are often driven less by strategy than by the primal dread of being left behind. As a result, the Fear of Missing Out on AI (FOMOAI) has created a landscape of unprecedented opportunity and breathtaking waste. Although the winners won't necessarily be the fastest adopters, the incentive structures may for a time reward the fastest movers instead of the smartest ones.

Drawing on cutting-edge research, market data, and hard-won lessons from tech and finance, Patrick delivers a rigorous, human-centered map for navigating the AI moment with intelligence, discernment, and confidence.

You'll leave knowing how to:

- Recognize when FOMOAI is distorting markets, teams, and your own decision-making
- Navigate the frontiers where AI outperforms human judgment and where it falls short
- Assess the risks of over-reliance on AI, from systemic blind spots to what is sacrificed when the human element of decision-making is lost
- Build a personal and organizational philosophy for navigating the continuum between artificial and human intelligence

Packed with the kind of intellectual honesty rarely found in AI conversations, this session cuts through the hype to ask the question that actually matters: not whether to use AI, but how and where the line must be drawn between the machine and the mind.



# THIS IS YOUR BRAIN ON FOMO

## ***How to Win the Battle to Pay Attention and Live With Intention***

### **SUBJECT AREA:**

- Decision-Making
- Mental Health
- Technology

### **AS A RESULT OF THIS PROGRAM, ATTENDEES WILL:**

- Understand how FOMO affects the brain
- Identify how algorithms and comparison drive distraction and stress
- Recognize when FOMO is shaping decisions and relationships
- Develop simple daily habits to build clarity, confidence, and control

### **FORMAT:**

- Keynote, workshop, and fireside chat formats available

We live in a world of constant pings, live streams, likes, feeds, and the endless pressure to keep up. Whether you are a student trying to focus, a parent trying to help your child thrive (and stay on focus yourself), or a leader trying to cut through the noise, the force driving much of that pressure is the same: FOMO. While the concept is often seen as a quirk of digital culture, its impact goes far deeper. FOMO shapes identity, influences behavior, fuels anxiety, and hijacks attention in ways that feel invisible yet overwhelming.

In this engaging and relatable keynote, Patrick unpacks how FOMO works, how it can be managed, and how it can even become a force for good. Using psychology, science-backed frameworks, and entertaining real-world stories, Patrick shows audiences how to spot when FOMO is being used against them and teaches practical strategies to stay centered, present, and mentally healthy in a hyperconnected world.

The message is grounded in practicality and optimism. Rather than telling people to put down their phones forever, Patrick empowers audiences to understand what is happening inside their own minds, and challenges them to take back control so they can make choices that support their success and wellbeing instead of undermining it.



# THE PARADOX OF PLENTY: THE FEAR OF NEVER ENOUGH

## ***How The Desire for Perfection Can Undermine Conviction - And How to Stop it***

### **SUBJECT AREA:**

- Leadership
- Decision-Making
- Psychology

### **AS A RESULT OF THIS PROGRAM, ATTENDEES WILL:**

- Understand the psychology of FOBO
- Identify the root causes of FOBO and indecision
- Design strategies to make decisions more decisively based on facts not fear
- Develop core daily practices to avoid the trap of FOBO

### **FORMAT:**

- Keynote, workshop, and fireside chat formats available

Are you finding yourself stuck in indecision, constantly researching, overanalyzing, or waiting for the perfect moment to act? You are not alone. In today's world of endless possibilities, the real challenge is not a lack of opportunity, it is the overwhelming pressure to make the best choice. This psychological trap is called Fear of a Better Option (FOBO), and it is quietly sabotaging your time, focus, and momentum.

Coined by Patrick J. McGinnis in the same iconic article in which he invented the term FOMO, FOBO is the lesser-known but more personally paralyzing force that keeps us from making decisions, committing to goals, and following through. In a culture obsessed with optimization and optionality, FOBO fuels analysis paralysis and leaves people feeling anxious, distracted, and stuck in a cycle of endless evaluation. But once you learn how FOBO works, you can take back control of your choices, and your life.

In this interactive session based on Patrick's groundbreaking work on decision-making and behavioral psychology, you'll learn how to recognize FOBO in action and deploy practical strategies to overcome it. Using a mix of science, storytelling, and real-world tools, McGinnis will show you how to make faster, better decisions that align with your values and unlock clarity in a world full of noise. Whether you're navigating your career, launching a project, managing a team, or just trying to get through your to-do list, this session will help you stop waiting for perfect and start moving forward with purpose.



## ADDITIONAL KEYNOTE TOPICS

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### All Marketing is FOMO

Every great marketing campaign is built on one fundamental principle: FOMO. Whether it's a product launch, an exclusive offer, or a viral brand moment, the most effective strategies tap into the deep psychological drivers that make people act. The secret is The FOMO Persuasion Model™, a proprietary, science-backed framework. Built on two distinct types, Aspirational FOMO, the desire to achieve a better version of oneself, and Herd FOMO, the instinct to follow the crowd, this model gives marketers a powerful lens for building deeper, more resonant connections with their audiences. Through compelling case studies and actionable frameworks, this keynote shows how today's most successful brands use FOMO to create cultural relevance, drive purchasing decisions, and build campaigns that don't just sell a product. They sell a feeling.

**SUBJECT AREA:** Sales & Marketing, Decision-Making

### The 10% Entrepreneur: Building an Entrepreneurial Mindset Without Going All In

Digital transformation, AI, blockchain, and whatever comes next. Innovation is everywhere and the pace of change is unrelenting. While the term *intrapreneurship* was coined a quarter century ago, building a truly entrepreneurial culture at an established company remains challenging. But it's not impossible. Any company can cultivate entrepreneurship by encouraging employees to explore their own projects outside of work and then challenging them to apply those lessons back at their day jobs. In doing so, companies leverage their people to become more innovative while unlocking a powerful retention tool. Based on Patrick's international bestseller *The 10% Entrepreneur*, as well as practices at companies ranging from Google to Goldman Sachs, this keynote provides the inspiration and practical frameworks to make every employee an active participant in building an entrepreneurial culture.

**SUBJECT AREA:** Entrepreneurship, Leadership, Personal Growth



## PRAISE FOR PATRICK'S KEYNOTES

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Patrick brought his deep expertise in decision-making and marketing behavioral economics, and leveraged his speaking and PR savvy to make our award-winning Fear of Missing Audience campaign transformative. Another plus: he's funny and unassuming, which makes working with him really enjoyable.

**Sean Summers,**  
CMO, MercadoLibre

Patrick delivered an engaging and thought-provoking keynote tailored to our industry and work. His insights on FOMO and the psychology of persuasion provided our team with a fresh perspective and a strategic framework for client engagement. If you're looking for a speaker who is both insightful and practical, Patrick is a great choice.

**Carlos Rojas Girao**  
CEO, IPG Mediabrands Latin America

Patrick's connection with our audience was apparent from the outset. If you want a lesson about living decisively, there is no better messenger than him. As one of our attendees wrote afterwards, "His speech made me look at my life differently."

**Annastasia Seebohm,**  
CEO, Brilliant Minds Foundation

In a world where capturing attention is harder than ever, Patrick McGinnis breaks through the noise. Patrick's ability to blend humor, business strategy, and behavioral science made his session a standout at our event. He doesn't just present ideas—he leaves you with a playbook for action.

**Eduardo Lebrija,**  
EVP, Paramount+

Googlers are a great crowd of enthusiastic, engaged, and curious people - but they let no one off easy as they're really bright and ask the tough questions! Patrick did an amazing job educating our NYC office on the ins and outs of 10% Entrepreneurship.

**Stacey Sasaki,**  
Google

At a time when living and working decisively has taken on new urgency, McGinnis' gave our members an actionable set of strategies for doing so. He is an engaging and compelling speaker.

**Bradley Saft,**  
YPO

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## VIDEO AND SPEAKING REEL (CLICK TO WATCH)

*Media & Speaking Reel*

[See Patrick in Action!](#)

*TED*

[How to make faster decisions](#)

*Good Morning America*

[How to take the fear out of FOMO](#)

## PRESS COVERAGE (CLICK TO READ)

*New York Times*

[How to beat FOMO from the expert who coined it](#)

*New York Magazine*

[The Return of FOMO](#)

*The Guardian*

[Do you Take Hours to Make a simple decision? You may have FOMO](#)

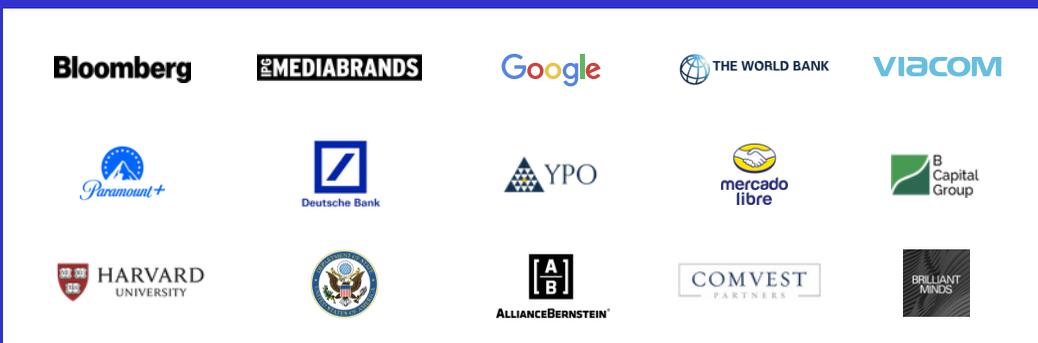
*INC.com*

[Inventor of fomo is warning leaders about a new more dangerous threat](#)

*Business Insider*

[A Wall Streeter turned venture capitalist uses a strategy from his investing career to make the personal decisions that stress him out most](#)

## SELECT SPEAKING CLIENTS INCLUDE



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