



MASTERING THE PSYCHOLOGY OF FOMO

TITLE:

**How to Make
Better Decisions, Faster**

AS A RESULT OF THIS PROGRAM, ATTENDEES WILL:

- Understand the psychology of indecision (The FOMO/FOBO Framework)
- Identify the 4 root causes of indecision
- Target the triggers that inhibit effective decision-making
- Develop core daily practices to permanently remove decision-making roadblocks

ADDITIONAL TOPICS FOR RELEVANT AUDIENCES:

- How to use FOMO to Drive Sales and Supercharge Marketing
- How to Build a Decisive "No FOBO" Culture
- Keynote, workshop, and fireside chat formats available

Do you struggle to choose just one option from the many choices that you have at your disposal? Do you feel overwhelmed by the sheer number of opportunities that you must sort through each day? Are you drowning in data, feeling overwhelmed with connections, and struggling with decision fatigue, even when the stakes are relatively small?

If big data, new technology, and connectivity are supposed to supercharge our productivity and our businesses, why does the opposite feel true? It's because we live in an age where overwhelming choice leads to analysis paralysis. The resulting choice overload also causes two phenomena - FOMO (Fear of Missing Out) and FOBO (Fear of a Better Option) - that impede decision-making and sap organizations of leadership. Learning to overcome these two very modern afflictions holds the key to leading decisively no matter the stakes of the decision at hand.

In this interactive session based on Patrick J. McGinnis' bestselling book, *Fear of Missing Out: Practical Decision-Making in a World of Overwhelming Choice*, you'll receive the context, the strategies, and the technological and behavioral hacks you need to find the power to choose what you actually want and the courage to miss out on the rest. Using a mix of psychology, anecdotes, and actionable advice, Patrick will help you to take back control in a world of overwhelming choice.