



# MASTERING THE ART OF PERSUASION IN THE DIGITAL WORLD

## *How to Capture Attention and Drive Action in the Age of Hyperconnectivity*

### **SUBJECT AREA:**

- Leadership
- Decision-Making
- Marketing
- Technology

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

- Understand the psychology of persuasion
- Identify the root causes of distraction and inaction
- Design triggers that capture attention and spur decision-making and action
- Develop core daily practices to practice their persuasive powers

### **FORMAT:**

- Keynote, workshop, and fireside chat formats available

Are you finding it harder than ever to get your message heard in a world where everyone is constantly distracted? Today, the battle for your attention is fierce, with endless notifications, social media, and content vying for our focus every second. That's because we live in a time where both digital and offline interactions are driven by psychological triggers and the ever-present phenomenon called Fear of Missing Out (FOMO), which hijacks attention, takes people out of the present, and distracts them from those things that should be their true priorities. But just as it takes fire to fight fire, so too can you use FOMO as a powerful tool for persuasion.

In this interactive session based on Patrick' bestselling book, Fear of Missing Out: Practical Decision-Making in a World of Overwhelming Choice, you'll learn to master the psychological principles that unlock the power of persuasion while exploring how FOMO, alongside other psychological drivers, can be leveraged to influence decisions, cut through the noise, create urgency, and inspire action in a digital and cultural landscape overflowing with choices. Through a combination of cutting-edge psychology, real-world examples, and practical advice, McGinnis will equip you with the strategies and tools you need to craft compelling narratives that break through the clutter in any setting—whether you're selling a product, leading a team, negotiating a deal, or getting someone to put down their phone and pay attention.