

# 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 works 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 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 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**



**SEE PATRICK IN ACTION**



# 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.



# ALL MARKETING IS BASED ON FOMO

## *Using the Fear of Missing Out to Influence Consumer Behavior*

### **SUBJECT AREA:**

- Marketing
- Strategy
- Decision-Making
- Psychology

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

- Understand the drivers and triggers of consumer behavior
- Identify the two types of FOMO and how they correspond to essential marketing concepts
- Design a marketing campaign that leverages FOMO to drive consumers into action

### **FORMAT:**

- Keynote, workshop, and fireside chat formats available

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 marketing strategies tap into the deep psychological drivers that make people take action. But FOMO isn't just about scarcity or urgency—it's about aspiration, identity, and the innate human desire to belong. Marketers at all levels and in a wide range of industries can harness the power of FOMO to fuel engagement, build loyalty, and drive business growth. By building their strategies on the two types of FOMO, Aspirational FOMO—the desire to achieve a better version of oneself—and Herd FOMO—the instinct to follow the crowd—they can tap deeply into the psyche of their clients to build a much deeper connection.

Through compelling case studies and real-world examples, this keynote explores how today's most successful brands use FOMO to create cultural relevance and influence purchasing decisions. From luxury brands cultivating exclusivity to social media platforms leveraging community-driven momentum, marketing that truly resonates doesn't just sell a product—it sells a feeling, an identity, and a fear of being left behind. Beyond theory, this keynote delivers practical, actionable insights that marketing leaders can apply immediately. Using interactive exercises, participants will analyze their own marketing strategies through the lens of FOMO, identifying ways to enhance messaging, create urgency, and build campaigns that drive action.



# THE POWER OF ENTREPRENEURIAL THINKING

## *How Side Hustles Unleash Entrepreneurial Thinking Across the Enterprise*

### **SUBJECT AREA:**

- Entrepreneurship
- Personal Growth
- Technology

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

- Identify the three advantages of entrepreneurial thinking versus traditional thinking
- Learn how companies and teams can employ the 10% mindset to drive innovation, build an entrepreneurial culture, and retain talent in a hyper-competitive world
- Formulate an action plan to integrate entrepreneurial thinking into their work (The 5 types of 10% Entrepreneur)

### **FORMAT:**

- Keynote, workshop, and fireside chat formats available

Digital transformation, artificial intelligence, machine learning, big data, blockchain, Web3, NFTs, and whatever comes next. Innovation is everywhere and the pace of change is unrelenting. While the term intrapreneurship was first coined a quarter century ago, building a truly entrepreneurial culture at an established company remains challenging, regardless of their R&D budgets.

But it's not impossible. Any company can create a culture of entrepreneurship by encouraging its employees to explore their own entrepreneurial projects out side of work (i.e., their side hustles) and then challenging them to apply what they learn back at their day jobs. In doing so, they leverage their employees to become leaner, faster, and more innovative, for the benefit of their business. Also, by encouraging their employees to spend time on projects that interest them in their free time companies unlock a unique and powerful retention tool.

Based on Patrick's international bestseller *The 10% Entrepreneur* as well as practices at companies ranging from Google to Goldman Sachs, Patrick will provide your teams with the inspiration and the practical frameworks required to actively integrate every employee in the firm in the process of building an entrepreneurial culture.



# DON'T MISS OUT! SALES & THE POWER OF NOW

## *Using Urgency to Drive Sales & Supercharge Marketing*

### **SUBJECT AREA:**

- Sales & Marketing
- Decision-Making
- Strategy
- Technology

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

- Understand the psychological power of urgency
- Identify triggers of urgent action and design their own triggers for the products or services they would like to market
- Understand the potential ethical or marketing pitfalls to navigate when using this strategy.

### **FORMAT:**

- Keynote, workshop, and fireside chat formats available

Good marketers and effective salespeople share a common secret: they know how to use urgency and scarcity to move potential customers from “maybe” to “yes.” Put simply, they infuse their strategies with FOMO—the Fear of Missing Out. That’s because FOMO taps deeply into our psychology in two ways. First, it shows us the positive qualities of a product or opportunity in order to convince us that we want, need, or desire it (also known as aspirational FOMO). Second, FOMO reminds us that if we don’t take action, that product or opportunity we risk missing out (known as herd FOMO). It is this potent combination of aspirational and herd FOMO that drives markets, moves products, and closes deals.

But knowing how the psychology works and using it effectively - and authentically - requires skill, planning, and a deep understanding of your product and your customer. In this action-oriented keynote that presents case studies of what works (and hilarious, what doesn’t), you’ll learn how to use FOMO to drive sales, market products, and deploy powerful yet ethical strategies to supercharge your sales and marketing machine.



## ADDITIONAL KEYNOTE TOPICS

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### FOMAI: Fear of Missing Out on AI & What to Do About It

Just as FOMO (Fear of Missing Out) can drive our behaviors and decisions in social settings, it also profoundly influences how we adopt disruptive technology. After all, both of these forces are deeply connected to human psychology. Whether in the business sphere or beyond, AI sits at the intersection of ambition, human anxieties and the pervasive fear of being left behind in an age of profound change. Understanding the parallels between FOMO in the social sphere and its manifestation with respect to AI adoption is critical in a world where the relationship between humans and intelligent machines is evolving by the day. In this keynote, you will learn how to develop strategies for when to “miss out” and avoid the temptation to fall victim to all the AI hype, wasting time and money on the next not-so-big thing.

**SUBJECT AREA:** Leadership, Technology, Decision-Making

### Fear, Greed, FOMO, and Financial Markets

Navigating the complex world of financial markets requires more than just analytical skills—it demands an understanding of the powerful psychological forces that drive market behavior. This keynote delves into the critical roles that fear, greed, and the fear of missing out play in shaping financial decision-making. Drawing from real-world examples and his extensive experience in both the entrepreneurial and financial sectors, Patrick uncovers the impact of these emotions on investors, markets, and economies. He explains how recognizing and managing these forces can lead to better investment strategies and more resilient financial decisions. Most importantly, Patrick offers fresh perspectives on how to thrive in an environment where emotional intelligence is just as crucial as financial acumen.

**SUBJECT AREA:** Leadership, Finance, Technology

### The Courage to Forge Your Own Path: Finding the Freedom that Comes with Not Following the Crowd

In a world full of potential opportunities—and potential pitfalls—it can feel impossible to choose just one path and commit to it. At the same time, there are so many temptations to follow the crowd—hot trends like blockchain, NFTs, Web3, and AI beckon—even when it seems like the responsible thing to do is to head to Corporate America, graduate school, or a more traditional path. So, what are you supposed to do? What’s real and what’s hype? And even if something feels like it’s more than a little bit about hype, what should you do? In this fun, interactive, and yet highly practical session, you’ll receive the context, strategies, and 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 figure out what you really want so that you can find the best path forward.

**SUBJECT AREA:** Leadership, Personal Growth, Decision-Making





## PRAISE FOR PATRICK'S KEYNOTES

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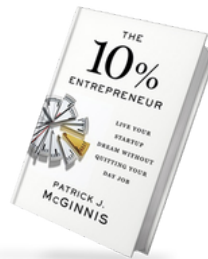
### PRAISE FOR PATRICK KEYNOTES

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 Seebom,**  
CEO Brilliant Minds Foundation

"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 and we were really thankful to have him here."

**Stacey Sasaki,**  
Google



### PRAISE FOR "THE 10% ENTREPRENEUR"

"Clear, concise, and forward-thinking, The 10% Entrepreneur dives deeper into the future of today's business world".

**Tony Hsieh, CEO of Zappos.com, Inc., and New York Times bestselling author of Delivering Happiness**

### PRAISE FOR "FEAR OF MISSING OUT: PRACTICAL DECISION-MAKING IN A WORLD OF OVERWHELMING CHOICE"

"We live in an age of unprecedented choice. That makes the thousands of the decisions you face each day more complex than ever before. Using the frameworks of FOMO and FOBO, McGinnis gives you a set of user-friendly tools to make smarter, better choices."

**Nir Eyal, bestselling author of Hooked and Indistractable**



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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](#)

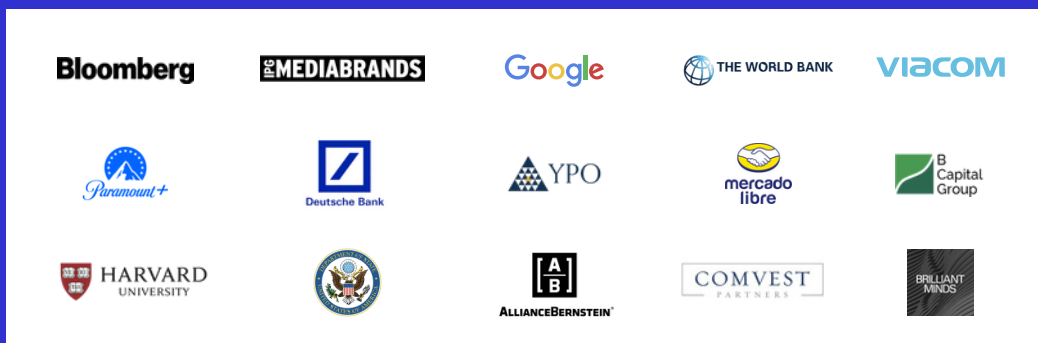
### *INC.com*

[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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