



# THIS IS [YOUR INDUSTRY] ON FOMO

## ***How to Understand Any Industry Through the Lens of FOMO***

### **SUBJECT AREA:**

- Leadership
- Decision-Making
- Marketing
- Technology

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

- Acquire a new framework to understand the forces that drive their industry
- Identify both the positive and negative ways in which FOMO influences their industry
- Develop new analytical tools to make strategic decisions

### **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? Whatever your challenge, there is a universal force that explains what is really going on: FOMO.

FOMO is not just a buzzword. It is the hidden engine behind asset bubbles, speculative mergers, questionable acquisitions, and poor strategic decisions across [Your Industry]. It has shaped everything from Crystal Pepsi and Quibi to Theranos, NFTs, and even the AOL Time Warner merger. When leaders, investors, and innovators chase what everyone else is doing instead of asking what truly makes sense, FOMO is at work.

In this interactive session, you will learn to decode how FOMO drives decision making at every level of business, from product launches to billion-dollar deals. You will explore the psychology that fuels irrational moves and speculative frenzies, while also seeing how the same force can be used to your advantage. By applying the psychology of FOMO to your industry, you will uncover patterns behind past trends (good, bad, and absurd) and gain an analytical framework for making smarter strategic decisions going forward.