



## 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 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



# MASTERING PERSUASION IN THE AGE OF FOMO

## ***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.



# 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.

# THIS IS YOUR BRAIN ON FOMO

## **How to Win the Battle for Your Brain**

### **SUBJECT AREA:**

- Youth
- Decision-Making
- Mental Health
- Technology

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

- Understand how FOMO affects the teenage 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

Today, children are growing up in a world that poses an unprecedented challenge to their productivity, mental health, and self-esteem: their brains are developing in a world of constant pings, live streams, likes, feeds, and the endless pressure to keep up. Behind all of these forces is a powerful psychological force called Fear of Missing Out, or FOMO. While the concept is typically associated with digital culture, its impact goes far deeper than a memes or a viral videos. FOMO can shape identity, influence behavior, fuel anxiety, and hijack attention in ways that feel invisible yet overwhelming.

In this engaging and relatable keynote designed specifically for youth, parents, or both, Patrick unpacks how FOMO works, how it can be controlled, and even how it can be a force for good. Using psychology, science-backed frameworks, interactive games, and entertaining stories, Patrick shows students how to spot how FOMO is used against them while teaching them practical strategies to stay centered, present, and mentally healthy in a hyperconnected world.

Most importantly, Patrick grounds his message in practicality: rather than telling students to put down their phones forever, he empowers them to understand what is happening inside their minds. He then challenges them to take back control so that they can make choices that support their success and wellbeing instead of undermining it.

# THE PARADOX OF PLENTY: DECISION MAKING & THE FEAR OF A BETTER OPTION

***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, the creator of 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.

# FOMAI: FEAR OF MISSING OUT ON AI & WHAT TO DO ABOUT IT

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

### **SUBJECT AREA:**

- Decision-Making
- Strategy
- Technology

### **AS A RESULT OF THIS PROGRAM,**

### **ATTENDEES WILL:**

- Spot real opportunities vs. hype in AI
- Gain practical tools to design ethical, effective FOMO Activation Loops that drive action
- Leave with a clear framework to prioritize strategically, avoid costly missteps, and lead with confidence in the AI era

### **FORMAT:**

- Keynote, workshop, and fireside chat formats available

Just as FOMO (Fear of Missing Out) can drive our behaviors and decisions in social settings, it also profoundly influences how we respond to disruptive technologies like artificial intelligence. At its core, both are rooted in human psychology: our ambition, our anxieties, and our deep fear of being left behind in times of rapid change.

Today, AI has become more than a tool, it's a cultural phenomenon. Leaders feel pressure to adopt it, investors race to back it, and teams scramble to implement it, often without a clear strategy. The result? Enormous opportunities on one hand but wasted time and money chasing hype on the other.

In this timely keynote, you'll unpack how FOMOAI shows up in today's business world, from the scramble to adopt artificial intelligence tools to the rise of entire industries built around urgency. You'll also come to understand what leaders, marketers, and investors can do about it, including how to:

- Recognize when FOMO is driving markets or customer behavior
- Deploy FOMO ethically to accelerate decisions
- Create FOMO Activation Loops that inspire action without manipulation
- Avoid the costly mistakes of "bad FOMO" that backfire spectacularly

Packed with case studies, some inspiring, others hilariously misguided, this session equips you to navigate the AI wave with clarity, confidence, and purpose. Instead of being swept up in the fear of missing out, you'll discover how to turn FOMO into a filter that helps you prioritize, act strategically, and stay ahead without losing your footing.

# ALL MARKETING IS 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.

The secret to using FOMO to drive behavior is The FOMO Persuasion Model™, a proprietary science-backed framework developed by Patrick J. McGinnis, FOMO's creator. Using this framework, and 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, allows marketers to 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 10% ENTREPRENEUR: BUILDING AN ENTREPRENEURIAL MINDSET WITHOUT GOING ALL-IN

***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 outside 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.

## ADDITIONAL KEYNOTE TOPICS

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### Don't Miss Out! Sales & The Power of Now

Just as urgency and scarcity drive decisions in our social lives, they also shape how customers respond in the marketplace. At the center of this dynamic is FOMO, the Fear of Missing Out, which works in two powerful ways: by highlighting the aspirational benefits of an opportunity and by warning us of the cost of being left behind. Together, these forces drive markets, move products, and close deals. It is the aspirational FOMO that drives desire, but it is fear of missing out and the urgency it creates that drives conversion. In this keynote, you'll learn how to recognize and apply these psychological triggers with skill and authenticity. Through case studies, some successful, others hilariously misguided, you'll see how to create FOMO Activation Loops that inspire action, accelerate decisions, and fuel ethical, effective sales and marketing strategies.

**SUBJECT AREA:** Sales & Marketing, 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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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**

# PATRICK J. MCGINNIS

## 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 FOBO 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 FOBO](#)

*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](#)

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