

A photograph of Owen Fitzpatrick, a man with a beard and short hair, wearing a dark blue suit jacket over a light blue shirt and dark trousers. He is standing on a stage, gesturing with his right hand while looking upwards and to the right. The background is a blurred audience in a dark setting, illuminated by stage lights. The overall tone is professional and motivational.

OWEN FITZPATRICK

Keynote Speaker / Creator of Belief Leadership™ / Consultant /
Psychologist / Host of the Changing Minds Podcast

It's not what you think,
it's what you believe in

ABOUT OWEN



Owen Fitzpatrick CSP (Certified Speaking Professional) is one of the world's leading authorities in how to shape behavior through belief. A psychologist, author, and speaker, Owen has worked with hundreds of prominent organizations such as Coca-Cola, Google, JP Morgan, LinkedIn, Merck, Pfizer, Radisson, and Salesforce.

In researching how beliefs positively and negatively impact individuals and cultures, Owen has traveled to over 100 countries, including Afghanistan, North Korea, Russia, and Rwanda. He has also studied cults and brainwashing and how the wrong beliefs can enslave us.

Owen has also worked as a performance coach with individuals, including billionaires and Olympic athletes, and has spoken to audiences in 31 countries, sharing the stage with Sir Richard Branson, Andy Andrews, and Seth Godin.

As well as delivering keynotes and training to hundreds of organizations in the pharmaceutical, technological, financial, travel, and commercial sectors, Owen works with startups. He has also worked with national associations, championship-winning football teams, advertising agencies, government institutions, universities across Europe, a micro-brewery, and even a cosmetic company.

Owen has spoken in the Italian Parliament on communication and was featured on national television in multiple countries across multiple continents. He had his own prime time TV show in Ireland for two years, where he helped a different person each week to change their beliefs about how they worked.

Owen's online videos - including his TEDx talk 'Mind Control' - have been viewed by more than two million people. He has authored nine books on behavioral science, which have been translated into 21 languages. An award-winning screenwriter and actor, Owen is the creator of the Changing Minds Podcast and developer of Belief Leadership™. Originally from Dublin, Ireland, he currently lives in New York City.

"From surveying 10,000 people, who listened to Owen's speeches during Forum One 2013 and Forum One 2014 conferences, they listed Owen as the most engaging speaker."

Martynas Saikus, Co-Founder FORUM ONE conferences

"I was staggered and blown away by how he adjusted his presentation on the spot to meet the audience's energy. Owen was the speaker everyone was talking about the next day and weeks after the event as well!"

Stephanie Scheller, CEO The Impact Authority

WHAT PROBLEMS DOES OWEN SOLVE?

Our lack of belief is destroying our business.

A lack of belief in yourself becomes a **lack of confidence.**

A lack of belief in your leadership causes a **lack of motivation.**

A lack of belief in your team turns into a **lack of trust.**

A lack of belief in your product or service leads to a **lack of sales.**

Constant change, adversity, and uncertainty have led to a crisis in confidence, a demotivated workforce, conflict within teams, and a tougher economic environment to sell in.

In today's marketplace, organizations have better access to information and tools to improve performance than ever before. We live in a knowledge economy where it is easy to get access to the best ideas. Thought leaders abound with insights on what changes we need to make and how we need to respond to the current corporate challenges we find ourselves facing. An idea is one thing. However, the actual implementation is another.

As a result, many organizations are struggling. They try to implement idea after idea but fail to gain traction. Driving change is harder than ever, and leaders struggle under the pressure of constant uncertainty. We're drowning in information and can't seem to take action.

THE SOLUTION:

The answer to these challenges lies in your ability to cultivate belief. This is what Owen refers to as Belief Leadership™. He has developed the SCALED framework and a roadmap for cultivating belief.

Ideas themselves don't lead to change. Your belief in the idea leads to change. When you believe in something, you commit to it 100%. You make it happen.

Confidence, motivation, trust, and higher sales will all come about as a result of discovering the power of getting people to believe in themselves as well as ideas and people worth believing in.

WHY THIS WORKS

For the last 25 years, Owen has been obsessed with belief and understanding:

Why do we believe what we do?
Why do we change beliefs when we do?
How do beliefs work, and what difference do they make?

Owen has applied his insights to empower leaders and their organizations to drive change, implementation, and high performance. His framework provides leaders with what they need to build confidence, trust, and motivation, and enables their sales teams to sell better.

WHO CAN BENEFIT FROM HEARING OWEN SPEAK?

The diverse array of clients that Owen has worked with means that he has lots of experience in delivering to small, medium, and large organizations. You will probably have heard of some of the following household names such as:



J.P.Morgan



WHAT IS THE EXPECTED ROI OF BELIEF LEADERSHIP™?

Hiring Owen has been shown to lead to better:

- Leadership Effectiveness
- Sales
- Productivity
- Innovation
- Employee Engagement
- Job Satisfaction
- Customer Service
- Workplace Culture
- Employee Resilience
- Bottom Line

"I've seen a lot of speakers in my career. And what makes Owen Fitzpatrick stand out from the rest is number one, his relatability to the audience. He's very practical and authentic. You feel like he is speaking to you, even though there were 250-plus people in the audience. You also feel like you can take the stuff he's teaching you and apply it to your life immediately."

Scott Brodkorb, CEO of RBA of Central PA

"Owen is a fantastic speaker, mainly because he speaks from the heart, but he backs it up with techniques and ideas and systems and processes to make it easy for the audience to implement."

Tom Ziglar, CEO of ZIGLAR INC and proud son of Zig Ziglar

"Owen blew us away when he came in initially with his skills and expertise. He has added to our bottom line in the business, and by adding to our bottom line, he has also developed the enterprise value of the business."

Richard Collins, CEO of Walfrid Private



KEYNOTE TOPICS

BELIEF LEADERSHIP

This session is perfect for leaders, change makers, and thought leaders who are interested in driving transformation that lasts.

Why believing in an idea can change the world

For thousands of years, the stories we have been told about how the world works have created the beliefs we hold dear. From magnificent movements to atrocious atrocities, the narratives we have bought into have become the very thing that has built reality. The future belongs to those that have mastered the art of cultivating belief. This is what Owen calls 'Belief Leadership™.'

In this groundbreaking keynote, Owen unpacks the true power of belief and how it can be harnessed by organizations to build a better world. From startups to global organizations, what leads to your success is largely determined by the beliefs of your people.

Owen provides example after example of what leads to long-lasting change. He reveals the limitations of motivation and inspiration and explains why transformation comes as a result of six key factors. This is known as the SCALED framework.

KEY TAKEAWAYS:

- The SCALED framework of Belief Leadership™
- The incredible power of how stories create reality
- Why those you surround yourself with will determine what you believe
- The art of moonwalking with Prometheus and how beliefs shaped the world
- The ride-or-die belief and why it matters to your success
- What brainwashing and Les Misérables can teach us about transformation
- The fascinating case of the Chuckle Brothers and what it teaches us about changing minds

BELIEVE BETTER

The incredible power of believing in good ideas and people

One of the biggest problems that leaders today are facing throughout organizations is a lack of belief. When adversity comes knocking, those who rise and handle it successfully are those who have enough conviction in themselves and the kind of ideas that help them survive and thrive. Ideas themselves don't lead to change. Your belief in those ideas is what allows you to change and create the path to success.

In this spellbinding keynote, Owen will take you on a journey around the world and back in time.

From his adventures in North Korea and Afghanistan to his time working as a therapist helping people to transform their beliefs, Owen uncovers how our mindsets, identity, and worldview hold us back or drive us forward. He'll share the incredible insights he's learned on how to build durable confidence in yourself so you can perform at your very best. He'll explain some of the most empowering beliefs to acquire, to handle whatever life throws at you. Mindset is a great start, but your core beliefs are what leads to greatness.

This session is perfect for leaders and their teams who want to create commanding confidence, master their mindset, thrive through the toughest times, and pave the path to peak performance.

KEY TAKEAWAYS:

- Why we believe what we do
- What Navy Seals, milkshakes, and house cleaners have to do with the power of mindsets
- The power of great expectations
- How to build unstoppable confidence and stop feeling like an imposter
- The most important beliefs to cultivate to succeed in the business world
- How inner propaganda works and how beliefs enslave or empower us
- The keys to changing your beliefs and believing better

SWAY BETTER

This session is perfect for leaders, salespeople, consultants, marketing executives and those who are interested in winning hearts and minds.

How to get other people to believe you

Are you tired of feeling like you can't get anyone to see things your way? Do you struggle to persuade your team, your boss, or your clients to buy into your ideas? Being right is not enough. The most important skill in the business world is the skill of influence, yet most people, still, make fundamental mistakes in their efforts to win over others.

In this transformational session, you'll learn the most critical elements of influencing and persuading others ethically. Drawing on insights from the ancient Greeks to the latest findings in neuroscience, Owen offers a unique perspective on what actually gets people to change their minds. He explores how to apply these skills to consulting, sales, marketing, and leadership.

You will find out how and why stories work, the power of culture and community in building beliefs, and the counter-intuitive approach of leveraging behavior to drive belief. You will understand how to leverage logic, emotion, and motivation to get people to believe in something worth believing in. You will learn the answer to the question: 'What gets people to believe you?'

KEY TAKEAWAYS:

- The number one mistake people make when trying to influence others
- How to persuade ethically and effectively
- What Homer, Harvard, and Hollywood can teach us about persuasion
- The two-thousand-year-old formula for changing minds
- The SCALED framework for driving change
- The neuroscience of belief change
- Practical insights from motivational interviewing, deep canvassing, street epistemology, CBT, and NLP on changing minds

BEHAVE BETTER

How to get yourself to do what you need to do

You know what to do. You know it would make your life infinitely better and so much easier. For some reason, however, you don't do it. You've tried to motivate yourself, and it works, for a while, until you revert back to the old way of doing things. It's easy to think the problem is not knowing what to do, but the real problem is knowing what to do and not doing it.

In this captivating keynote, Owen reveals why change is so hard and the surprising strategies we need to implement to make it easier. By explaining the fundamentals of how our brains work, Owen shares valuable takeaways we can use today to build habits and behaviors of excellence. This is perfect for those who want to build new habits that become part of their normal way of work.

This session is perfect for leaders who want to improve execution and anyone who wants to get themselves to take the actions they know that they need to take.

KEY TAKEAWAYS:

- Why change is hard and how to make it easier
- The fundamentals of the neuroscience of habit change
- Surprising strategies for building new habits and behaviors
- The science behind habit formation and why it works
- How to stay on track and avoid relapses
- Practical takeaways that you can implement today to build the habits of success
- How to overcome common obstacles to behavior change
- Keys to creating a supportive environment for your new habits
- Strategies for overcoming procrastination and distraction
- Leveraging pre-mortems, temptation bundling, habit stacking, and other brilliant psychological hacks to make change easier

STORIES THAT CHANGE MINDS

This session is perfect for leaders, presenters, salespeople, and communicators who want to master communication and create change through their communication with others.

How stories help you drive transformation

Since the time human beings began communicating, we used stories to transport our ideas to others. The very beliefs we hold are largely the product of the stories that we have been told. We live in the stories that we tell ourselves about how things work. When we change them, we change our experience of the world.

The ability that great storytelling has to drive transformation is revolutionary. It is also a more critical skill than ever in the current environment we live in. During uncertainty, those who command the narratives about what things mean will control the future.

In this mesmerizing keynote, Owen dives into the true power of storytelling and how you can leverage it to transform your way of thinking and how your business performs. He reveals how to tap into the incredible potential of what he calls this legendary language of the mind.

KEY TAKEAWAYS:

- Why stories matter and how they can help you change minds
- Strategies for delivering your story with confidence and clarity
- How to turn stats into stories and data into insights
- How to master narrative structure for maximum impact and memorability
- The power of telling yourself a new story that you can believe in
- How stories lead to reduced cognitive load through narrative transportation and why that matters
- Lessons you can learn from Harvard, Hollywood, and Homer on stories that win hearts and minds



WHAT MAKES OWEN DIFFERENT

CUSTOMIZATION:

Owen never gives a standardized presentation. He's obsessed with learning as much as he can about exactly who he's speaking to. He wants every single person who hears him to walk away not only entertained, engaged, and inspired, but also with specific takeaways they can implement.

AUTHENTICITY:

There's a realness to Owen and how he presents. Hailing from across the pond, he's different from anyone you've ever met. He's an introvert with an incredible stage presence.

RANGE:

Owen has spoken on hundreds of topics to thousands of audiences across dozens of countries, having been translated hundreds of times. His presentations are experiences. From scintillating storytelling to performance poetry, he lives what he teaches and incorporates Belief Leadership™ to cultivate belief in the audience for the core messages that he delivers.

ENTERTAINMENT:

Owen's exuberant speaking style shines through his stories. Whether he's regaling his audience with hilarious anecdotes or offering insightful commentary based on scientific research, Owen's seamless transitions and engaging delivery are truly incredible. As an accomplished award-winning screenwriter and actor, he possesses a rare talent for captivating his audience with his unique blend of humor and knowledge.

"Owen is able to teach people about sales and influence, and persuasion. He's been studying NLP and helping to develop it for quite a few decades now. We've written seven books together, and not only will you learn from reading them, but you'll also learn from listening to him. He's a pleasure to listen to. I know I do it a lot."

Dr. Richard Bandler, co-creator of NLP

"The reason why Owen was so great in these events is that he was able to weave the narrative of our organizational mission into the content that he presented. Owen is able to relate and translate management, communication, and confidence theory into something that is applicable to a variety of roles inside the organization."

Aurimas Adomavicius, President of Devbridge

"His storytelling abilities are remarkable. He reels you in, and the way that Owen uses comedy throughout his presentations, I found myself laughing hysterically whilst absorbing this information that's just life-changing."

Andie McCaffrey Byrne, Actress

GO DEEPER WITH OWEN

Following a keynote with Owen, organizations, and associations frequently inquire about further collaboration opportunities with him. While the keynotes provide an overview, many leaders express interest in exploring how they can apply the Belief Leadership™ model within their own organizations. To address this, the following options are available: workshops, licensing, and consulting.

WORKSHOPS

THE BELIEF LEADERSHIP™ WORKSHOP

In this workshop, dive deeper into the world of Belief Leadership™ and help your leaders develop the skills to cultivate belief. Over two days, Owen will take you through the six parts of the SCALED framework and help you to master the art of building and breaking beliefs to empower you and your team to drive change and become more impactful. This will change everything you think you know about leadership, change, and influence.

CUSTOMIZED WORKSHOPS

If you are interested in hiring Owen to deliver a customized workshop for your team on other topics such as leadership, influence, storytelling, conflict management, neuroscience, change management, or consulting skills, please reach out and let us know. Owen can also do breakout sessions at an event on these topics or any of his keynotes.

BELIEF LEADERSHIP™ LICENSING

For many years, Owen has been training leaders to change beliefs. Belief Leadership™ Licensing is a remarkable opportunity to share the principles and ideas from this field with your organization. You will get access to Owen's Belief Leadership™ online program and resources, which you will be able to use within your company to make sure that everyone is trained in how to master the art of cultivating belief. This licensing deal includes annual keynotes, extensive on-demand video training, worksheets, a facilitator's guide, an implementation guide, an accountability pod guide, regular office hours virtual sessions, and optional extras such as coaching and deep dive virtual or in-person workshops.

BELIEF LEADERSHIP™ CONSULTING

Owen also would love to help you fix your biggest challenges. If you are struggling to implement an idea or initiative or drive change, Owen can come in and work with you to build a strategy to do so effectively. Over a number of months, Owen will consult with you to understand the specific challenges or problems you are facing and how to transform your communication to get the results you are looking for. He will apply the SCALED model of Belief Leadership™ in helping you cultivate a message and new approach. You will also gain access to Owen's library of online resources.