

# OWEN FITZPATRICK

IT'S NOT WHAT YOU THINK,  
IT'S WHAT YOU BELIEVE IN



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

## 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.

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'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

# KEYNOTE TOPICS

## BELIEF LEADERSHIP

**The power of believing  
in an idea**

Ideas don't lead to lasting change. Your belief in an idea leads to lasting change. In this thought-provoking keynote, Owen explains the secrets that cause ideas to be bought into and changes to be implemented.

By learning how to invest belief in our ideas, our companies, and even ourselves, we gain an incredible opportunity to impact the world.

## BELIEVE BETTER

**How to change your beliefs and  
succeed more**

Our beliefs play a large part in determining our success. In this unforgettable keynote, Owen reveals not only why we must believe better but how we can actually do that. He presents his SCALED framework, which walks you through how you can change your beliefs, transform the way you think about the world, and succeed more as a result.

## SWAY BETTER

**How to change minds and  
influence effectively**

In this transformational session, Owen explains the most critical elements of influencing and persuading others ethically. From the ancient Greeks to the latest insights in the field of neuroscience, Owen offers you a unique perspective on what actually gets people to change minds and believe in you.

## BEHAVE BETTER

**How to change your habits  
and change your life**

In this fascinating keynote, Owen reveals why change is so hard and the surprising strategies we need to implement to make it easier. By explaining the basics of how our brains work, Owen shares valuable takeaways we can use today to build habits and behaviors of excellence.

## STORIES THAT CHANGE MINDS

**How stories create change**

Storytelling is one of the most critical skills that any leader or salesperson needs to succeed in the modern world. In this keynote, you will learn the keys to developing and delivering persuasive stories that transform others.

Owen will share why stories matter and how to use them to drive results.

"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

"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 ZIGLAR INC and proud son of Zig Ziglar