Ron Franklin

Break the Spell: Reclaim Your Hijacked Attention

THE KEYNOTE · SHORT ABSTRACT

Your attention isn't being lost — it's being taken, by environments engineered to hijack it. Ron Franklin shows why willpower was never the fix and hands audiences the system that is: the **Two Screens Method™**. Then he proves it live, closing with original music in a performance the room won't forget.

THE KEYNOTE · FULL ABSTRACT

The average person now holds focus on a screen for roughly 47 seconds before switching — and most of us surrender hours a day to environments deliberately engineered to capture our attention. In Break the Spell: Reclaim Your Hijacked Attention, Emmy Award–winning producer and classical guitarist Ron Franklin reframes distraction as a design problem, not a personal failing, and dismantles the idea that more willpower is the answer. Drawing on behavioral science and his co-authored research, he introduces the **Two Screens Method™** — Awareness → Friction → Reclamation — a practical system for building an environment where focus wins. Part behavioral science, part live concert, the talk closes with original guitar music that turns the message into an experience. Audiences leave with a simple daily practice — and the math showing that one reclaimed hour a day returns roughly 23 waking days a year.

WHAT YOUR AUDIENCE LEARNS

- → Why digital distraction is engineered by design — not a personal failing.
- → How attention-hijacking quietly erodes performance, decisions, and wellbeing.
- → The **Two Screens Method™** (Awareness → Friction → Reclamation) for building an environment where focus wins.
- → A simple daily practice for reclaiming their attention.

SPEAKER BIO

Ron Franklin is an Emmy Award–winning producer, keynote speaker, author, and classical guitarist who helps audiences break the spell of the screen and reclaim the life on the other side of it. He holds a Master of Music from Texas Tech University, wrote 15-Minute Reality Reset, and co-authored the Bias Amplification Model, published on SSRN. An adjunct professor at San Diego College of Continuing Education and founder of AttentionPlease™, he created the **Two Screens Method™** and the Keynote Concert — a signature format that fuses behavioral science with live original music.

Micro-bio (~25 words): Ron Franklin is an Emmy Award–winning producer, author, and classical guitarist whose Keynote Concert helps audiences reclaim their hijacked attention through behavioral science and live music.

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