Ron Franklin

Emmy-winning producer, keynote speaker, author & musician who helps audiences **break the spell of the screen** — and reclaim the life on the other side of it.

SIGNATURE KEYNOTE

Break the Spell:

Reclaim Your Hijacked Attention

Reclaim one hour a day, and your audience gets back **23 full waking days a year.** Ron shows them why willpower loses, what a system wins — and how much life is waiting on the other side of the screen.

Today's average screen-focus span: 47 seconds
— Dr. Gloria Mark, UC Irvine

EMMY AWARD–WINNING PRODUCER
NATAS · 2012

WHY RON — THE TRIFECTA NO ONE ELSE BRINGS

01	THE SCIENCE	Co-author of the **Bias Amplification Model** — original research, published on SSRN, on how information overload distorts judgment and decisions.
02	THE STORY	At 72, Ron caught himself surrendering his evenings to a screen — and **broke the spell.** Two years later: a published book, an academic model, and a soloist's return to the concert stage — at 74.
03	THE PROOF	He closes with **live classical guitar and original songs.** The audience doesn't hear what reclaimed attention makes possible — they witness it.

BOOKING & AVAILABILITY

Ron@attentionplease.ai · (619) 365-8320

attentionplease.ai · San Diego, CA · Every program tailored to your event

SCAN FOR THE KEYNOTE

> *A powerhouse of experience, passion, and musicality. Highly recommend Ron for your next keynote.*

CAM GORDON · JACKSONVILLE, FL

WHAT YOUR AUDIENCE WALKS AWAY WITH

01 Why distraction is engineered — not a personal failing

02 How attention-hijacking quietly degrades performance and decisions

03 Awareness → Friction → Reclamation — architecting an environment where focus wins

04 A simple daily practice for reclaiming your hijacked attention

On stage: the keynote concert — message and music in one room.

FORMATS

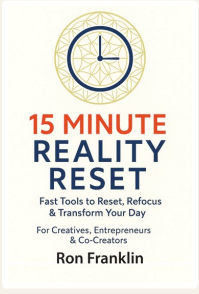
KEYNOTE · 30–45 MIN	Conference opener or closer
KEYNOTE · 60–90 MIN	Deeper engagement, with Q&A
THE KEYNOTE CONCERT	**The full experience** — science and live performance in one arc
WORKSHOP / BREAKOUT	Hands-on — attendees build their own **15-minute daily reset**

THE TWO SCREENS METHOD™

Awareness → Friction → Reclamation

THE SYSTEM THAT OUTLASTS WILLPOWER

CREDENTIALS



Emmy Award–winning producer — National Academy of TV Arts & Sciences, 2012

Co-author, the Bias Amplification Model — research published on SSRN

Author, 15-Minute Reality Reset — the book pictured

Master of Music — classical guitarist, singer & songwriter

Adjunct Professor — San Diego College of Continuing Education

International business career — 58 cities, 13 countries

> *A unique trifecta of inspiration, wisdom, and musical talent — unlike anything I've seen at a conference.*

SAMANTHA BELLE · SCOTTSDALE, AZ

> *Relatable, impactful, full of talent — his keynote concert hooks you from the start.*

NARAYAN & JANET BALZ · SANTA ROSA, CA