

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 • (858) 523-8597

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

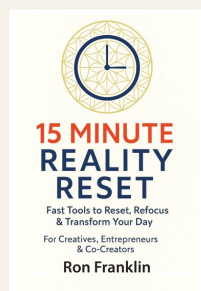
KEYNOTE • 30–45 MIN	Conference opener or closer
KEYNOTE • 60–90 MIN	Deeper engagement, with Q&A
THE KEYNOTE CONCERT	The full experience — science and live performance in one arc
WORKSHOP / BREAKOUT	Hands-on — attendees build their own 15-minute daily reset

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