



# DR. FRED JOHNSON

National Keynote Speaker, Author & FOUNDER of InitiativeOne

Dr. Fred Johnson is a captivating speaker with a relentless passion for driving transformational change. Known for his authenticity and impact, he moves audiences from passive observation to bold, intentional action.

As a trusted advisor, author, and master facilitator, Dr. Fred has challenged and inspired leaders across some of the most recognized organizations in the world, including McDonald's, U.S. Steel, TransAmerica, Caterpillar, Houston Methodist at UT Health, and JPMorgan Chase. In the NFL, he's earned the reputation of "The GM Whisperer," influencing the culture and leadership of the Miami Dolphins, Green Bay Packers, Tennessee Titans, Seattle Seahawks, Jacksonville Jaguars, and Chicago Bears, along with elite collegiate athletic programs nationwide.

Dr. Fred equips leaders to build high-trust teams, eliminate workplace drama, and foster cultures where people thrive. His approach to proactive leadership and emotional intelligence will leave your audience energized, reflective, and ready to take action.

A national thought leader in emotional intelligence and organizational transformation, Dr. Fred has been featured in the **Wall Street Journal**, on **CBS Sports Radio**, **The Paul Finebaum Show**, **ESPN**, where his insights into leadership, culture, and performance are helping shape conversations across industries.

Whether you're leading a Fortune 500 company or a championship-bound team, Dr. Fred will challenge and empower you to lead with courage, clarity, and connection.

THE WALL STREET JOURNAL  
**WSJ**

**FOX NEWS**

the **PAUL FINEBAUM SHOW**

**ESPN RADIO**

**SEC ESPN NETWORK**

**AFTER HOURS**  
WITH AMY LAWRENCE  
CBS SPORTS RADIO

**CBS SPORTS**

**Bloomberg**

**TEDx**

**MAD DOG SPORTS RADIO**

**(SiriusXM)**

**NEWS NATION**



# MOST REQUESTED SPEAKING TOPICS

If you have a specific topic that fits your organizational needs and desired impact we are happy to discuss. Message can be tailored to your event.

## MAKE CONFLICT YOUR BFF

Flip your thinking and learn to lead conflict – not manage it. As a leader you either deal with issues (conflict), or they will deal with you and as uncomfortable as it may feel, conflict handled well develops higher TRUST in organizations. Grow your mindset, get comfortable with the discomfort of conflict and accelerate the crucial trust needed for increasing organizational results.

## WHAT'S EQ GOT TO DO WITH IT?

“What’s business is business and what’s personal is personal” is old school leadership! Business is always personal, especially when you work with a team. Succeeding together depends on understanding, valuing and connecting with healthy emotion. It’s not touchy feely. It’s critical for success.

## CREATE A CHAMPIONSHIP CULTURE WITHIN YOUR ORGANIZATION

Become a championship workplace that current and future employees crave. Dr. Fred will share leadership lessons from his time in NFL locker rooms. Learn to identify your team’s strengths and talent. Dr. Fred will focus on goal setting that delivers world class impact and results.

## MASTERING THE REALITY OF CHANGE

Accelerated change is the “new normal.” It is not enough to manage change; leaders must learn to master positive change and lead others through the process. Transforming how you think about change will catapult you and your organization to greater success.

## FEATURED *appearances*



TEDx - I am Enough

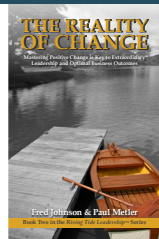
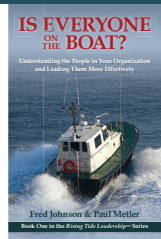


ACRP - Leading Change



EPI - Make Conflict Your BFF

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