



# DR. FRED JOHNSON

NATIONAL KEYNOTE SPEAKER & FOUNDER OF INITIATIVEONE

Dr. Fred is a riveting and compelling speaker. His unwavering purpose is to accelerate positive change. He moves audiences from their comfort zone to bold action.

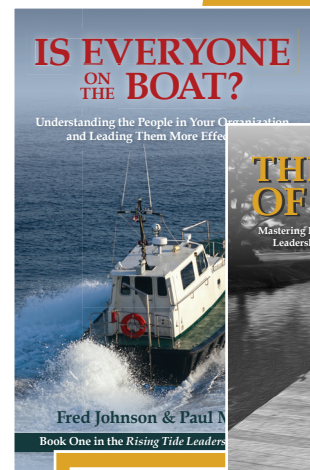
As a speaker, author, and master facilitator, Dr. Fred has challenged executives in companies such as McDonalds, US Steel, TransAmerica, Caterpillar, Houston Methodist at UT Health, JPMorgan Chase, and many others. Affectionately nicknamed the “GM Whisperer” within the NFL, he has inspired coaches, executives, and players for the Miami Dolphins, Green Bay Packers, Tennessee Titans, Seattle Seahawks, Jacksonville Jaguars, and Chicago Bears, as well as top collegiate athletic departments.

Dr. Fred is passionate about equipping leaders to create world-class teams and a high-performance culture. He will lead you on a journey toward proactive leadership that kills drama, drives results, and creates teams that love to come to work.

As a national thought leader in emotional intelligence and transformational leadership, be assured he will have you on the edge of your seat! Dr. Fred will deliver a message that drives leaders to internalize and implement emotional intelligence within their circle of influence and beyond. Leaders will be hungry to learn more, do more, and be more!

GET YOUR  
COPY TODAY!

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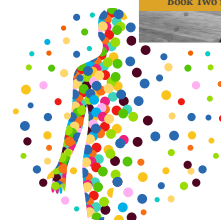


**THE REALITY  
OF CHANGE**

Mastering Positive Change is Key to Extraordinary Leadership and Optimal Business Outcomes

Fred Johnson & Paul Mettler  
Book Two in the Rising Tide Leadership Series

**LEADER  
TRANSFORMATION**



**A TO Z**

*What great leaders do!*

Created by: Dr. Fred Johnson & Dr. Stephen Peters

# 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.

## 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 APPERANCES



TEDx - I am Enough



ACRP - Leading Change



EPI - Make Conflict Your BFF

If your organization is seeking an impact speaker,  
**Call our office or email us at:**

office: **920.432.0268** | email: **info@InitiativeOne.com**



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