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Dr. Fred Johnson

Author, Keynote Speaker,
and Founder of InitiativeOne

Dr. Fred Johnson is a powerhouse in elite leadership transformation and the visionary Founder of InitiativeOne. His proprietary methods don't just improve organizations; they redefine them—driving measurable gains in morale, productivity, profitability, and efficiency at the highest levels.

A nationally recognized expert in leadership dynamics, Dr. Johnson mentors Fortune 100 executives and works with NFL coaches, administration, and players to instill side-ways accountability—revolutionizing locker room culture by fostering trust, ownership, and peak performance.

His work is a catalyst for deep, personal transformation, shifting leadership identity from what you do to who you are. Elite leaders don't just seek Dr. Johnson's expertise—they rely on it. His impact is felt at the highest levels, guiding executives, entrepreneurs, and industry pioneers to redefine success, master change, and lead with lasting influence.

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