



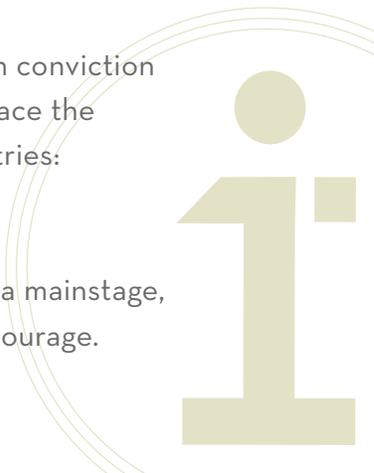
TRACY *Johnson*

Tracy Johnson is a visionary CEO, culture strategist, and catalyst for transformation. As the Chief Executive Officer of InitiativeOne Leadership Institute, she leads with bold clarity and unshakable purpose—equipping leaders and organizations to eliminate drama, accelerate results, and unlock their full potential.

With a background in corporate operations and strategic leadership, Tracy has spent her career helping teams bridge the gap between high performance and healthy culture. Under her leadership, InitiativeOne has expanded its national footprint, deepened its impact with Fortune 500 companies, healthcare systems, educational institutions, athletic organizations, and public sector leaders, and positioned itself as a trusted partner in transformational leadership. Tracy is passionate about elevating the next generation of decision-makers—leaders who prioritize trust, emotional intelligence, and authenticity. Known for her intuitive leadership and straight-talk approach, she brings clarity to complex challenges and inspires teams to move from resistance to responsibility. Her facilitation work with executives, boards, and leadership teams sparks honest dialogue, drives alignment, and shifts organizational culture from the inside out.

A powerful communicator and keynote speaker, Tracy engages audiences with both conviction and warmth. She challenges leaders to move beyond status quo thinking and embrace the personal growth required to lead others well. Her message resonates across industries: leadership transformation starts within.

Whether she's coaching a CEO, leading a boardroom conversation, or speaking on a mainstage, Tracy Johnson empowers leaders to think differently, show up fully, and lead with courage.



MOST *requested* TOPIC

MAKE CONFLICT YOUR BFF

Flip your way of 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.



LISTEN TO TRACY ON THE INITIATIVEONE LEADERSHIP PODCAST:



Spotify



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If your organization is seeking an impact speaker,
Call our office or email us at: office: **920.432.0268** or email: **info@initiative-one.com**

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