



## FRED JOHNSON, D.MIN.

CEO, Founder

Dr. Johnson is the results-driven Chief Executive Officer and Founder of InitiativeOne. He has developed and implemented proprietary processes that create cultural change within corporate and organizational environments by focusing on improving the behaviors of key leaders.

Implementation of these processes results in verifiable improvement in morale, productivity, profitability and efficiency. Dr. Johnson is a nationally recognized expert in the implications of the interaction of different generations and their own unique needs as they relate to the corporate environment. He is co-author of the book "Is Everyone On the Boat?" and "The Reality of Change" and is a sought-after speaker for business conferences and corporate seminars.

He has taught leadership and organizational principles to senior executives of Fortune 100 companies, and is passionate about sharing his message with organizations throughout the United States.

His most widely recognized clients include:

- The Green Bay Packers Coaches
- The Seattle Seahawks
- The Jacksonville Jaguars
- Banner Healthcare
- Compass Bank
- Continental Homes
- GEA Westfalia-Surge (multiple North & South American locations)
- GEA Houle
- GEA Norbco
- Honeywell
- Macerich
- McDonnell-Douglas Aerospace
- Realty Executives International
- Scottsdale Healthcare
- Transamerica
- Westcor
- Unison Health Plan
- United States Steel

### Expertise:

Leadership Transformation  
Leadership Coach  
Leadership Process Facilitator  
Keynote Speaking  
Author

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