

Jay Johnson CEO & Founder Behavioral Elements



Your Guide to Transforming Behavior

Jay Johnson turns overwhelmed managers into the kind of leaders people want to follow—leaders who spark trust, drive results, and elevate culture from the inside out.



*Keynote Speaker | Corporate
Trainer | Behavioral Architect |
Cultural Transformation Guide*

Introduction



Jay helps overwhelmed managers step into their confidence, equipping teams to own their roles and deliver measurable results.

Why Choose Jay?

Corporate leaders turn to Jay Johnson when performance drops, motivation tanks, and managers are burning out. Jay specializes in helping manufacturing and operations teams rebuild trust, reset culture, and reignite leadership confidence.

His work transforms disengaged, misaligned teams into high-performing cultures—where communication is clear, accountability is shared, and goals are exceeded. This results in higher engagement, stronger collaboration, and leaders who take ownership.

Bottom line: Jay turns overwhelmed managers into the kind of leaders people want to follow—leaders who inspire trust, spark action, and deliver results.



Jay's Story

I wasn't born with neurotypical emotional fluency. In fact, I spent years navigating the world without the emotional understanding that others seemed to have. That gap made me a student of behavior—not just to understand others, but to understand myself. What started as a survival mechanism turned into a superpower: the ability to read patterns, predict reactions, and teach others how to adapt and lead with purpose. I don't just study behavior—I've lived the cost of misunderstanding it.

Over time, I realized something powerful: the same patterns I relied on to function could help other people thrive. I saw teams burn out, leaders struggle to connect, and cultures slowly fracture—not because people didn't care, but because they didn't recognize the behavioral currents pulling them off course.


That's why I created Behavioral Elements™—a science-backed framework that helps individuals and organizations decode behavior, build trust, and create cultures where people actually want to show up. It's not about personality tests or motivation posters—it's about giving people the tools to understand why they do what they do and how to shift it for better outcomes.

For the past 20 years, I've worked with organizations like Ford, NASA, Nikon, Johns Hopkins, and countless teams across 40 countries. I help overwhelmed managers step into clarity, realign their teams, and lead with confidence—even under pressure.

I'm a behavioral scientist, speaker, trainer, and strategist—but more than that, I'm proof that when you learn to work with behavior instead of against it, everything changes.

Behavior is a choice. And once we understand it, we can choose better—together.

**“People can change,
I am living proof.
I bring awareness
to what drives
our behavior, which
is the first step
to make better
behavioral choices in
business and life.”**



Bio / Experience

Jay is a two-time TEDx speaker, award-winning trainer, and the Founder of Behavioral Elements™, a science-backed framework that helps organizations decode and reshape behavior to unlock high performance.

As CEO of Coeus Creative Group, Jay has worked with global brands like Ford, NASA, Nikon, Prudential, and Johns Hopkins—elevating teams across industries including manufacturing, healthcare, and finance.

He holds a master's degree in communication, a graduate certificate in health communication, and credentials as a Master Trainer and Certified Coach from the Association for Talent Development (ATD). A Forbes Business Council Member and National Speakers Association member, Jay brings over 20 years of experience across 40 countries and countless boardrooms. His programs consistently improve retention, reduce conflict, and build psychologically safe cultures where leaders thrive—and teams follow.

Known for his humor, grounded wisdom, and behavioral precision, Jay delivers talks that audiences remember. He shares compelling stories from his own journey—overcoming neurodivergent emotional barriers through the study of behavior, surviving brutal wilderness expeditions, and building one of the most accessible behavioral frameworks on the market.

Whether coaching executives, leading keynotes, or diagnosing cultural breakdowns, Jay equips leaders to adapt, connect, and lead decisively—even under pressure.



[Click Here to Watch Jay's TEDx](#)

TEDx



atd



Past Speaking Engagements

Credit Union Executive Society (CUES)
Detroit, MI
Unlocking the Secrets of Body Language

sTARTUp Day Conference
Tartu, Estonia
The Psychology of Fear

Smart Manufacturing Conference
Tallinn, Estonia
Dealing with Difficult People

ORION (NASA) Executive Leadership Retreat
Austin, TX
Behavioral Leadership

MOPAR Dealership Conference
Las Vegas, NV
Influence and Communication

LITE: The Administrative Conference
Edinburgh Scotland
Customer Experience is Everything

ASPAC Conference
Jeju, Korea
Transforming Organizations through Behavior

MMK Systems Hospitality Conference
Zagreb, Croatia
Difficult Customers

European Leadership Conference
Lyon, France
Innovation through Design Thinking

**More speaking examples
available upon request!**



"When you have an event that people talk about for days, weeks, or longer after an event (in a good way), then you know the speaker was outstanding!

...His combination of enthusiasm and audience engagement made the sessions enjoyable to the audience and, most importantly, helped them gain the knowledge and skills they need to grow their business."

MARK TREMPER

**Marketing and Business Development
Professional**

HABIT

OF THE WORLD'S GREATEST LEADERS



Featured Author:
Jay Johnson
CEO and Master Trainer
Coeus Creative Group

LIFE-CHANGING HABITS TO UNLOCK YOUR TRUE
LEADERSHIP POTENTIAL

“By focusing on behavior, businesses can benefit from a better understanding of their customers, their employees and, ultimately, their organizational culture.”

JAY JOHNSON
Forbes 2021

Publications

Practicing Behavioral Awareness, Chapter 10 in the bestselling 1 Habit Series

1 Habit of Great Leaders,
2021 Release

Can A Tiger Change Its Stripes? Why Businesses Should Focus On Behavior

Forbes (Author)

13 Perks To Improve Employee Morale And Retention

Forbes (Contributor)

14 Keys To Taking Risky Moves In Business

Forbes (Contributor)

Investing in People: Talent Development as a Sustainable Business Practice

Southeast Michigan
Sustainable Business Forum

15 Critical Ways To Manage Work And Home Life Boundaries

Forbes (Contributor)

5 Steps for Dealing with Difficult People in the Workplace

Forbes (Author)

15 Top Tips For Creating A Purpose-Driven Business

Forbes (Contributor)

12 Ways To Prepare For Employees' Return To The Office

Forbes (Contributor)

Your Campus is Globalizing: Can Technology Help Solve Transition Challenges for International Students?

Hawaiian International
Conference on Education

15 Customer Behavior Trends Emerging This Year

Forbes (Contributor)

Videos



How to Deal with Difficult People | TEDx

<https://youtu.be/kARkOdRHaj8>

What is Behavioral Intelligence?

<https://youtu.be/A9o4i3Xnxn4>



Difficult Behaviors Virtual Preview

<https://youtu.be/zhoiWbFY8DQ>



Participants React to the Behavioral Elements Program

<https://youtu.be/a1h5Eo1JcdY>



Testimonials



Jay Johnson has done an outstanding job hosting training for our group with regard to Empathy in the claims environment. His examples related well to the team even in a virtual environment. If you are looking for someone to break down difficult subjects into relatable topics, please reach out to Jay!

Chris Puetz, Senior Claims Specialist and Trainer



Jay Johnson is a highly skilled educator, presenter, and coach... Jay is also the most knowledgeable trainer I have had the great privilege to receive coaching from. Jay has helped me recognize and grow in personal opportunities ranging from networking, public speaking, emotional intelligence, motivation and influence.

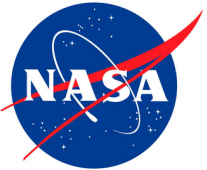
Laura Reiners, Director of Community Development



I just attended a presentation by speaker, Jay Johnson... It was outstanding in the relevance of the topic about understanding behavior in individuals in groups to be more effective and successful. It was clear, concise, a little humorous and engaging. All the right stuff for adult learning! We were in an audience of over 150 on a virtual presentation with tremendous interaction and enthusiasm for the program!

Bobbie Soeder, Sr. VP Business & Organizational Development

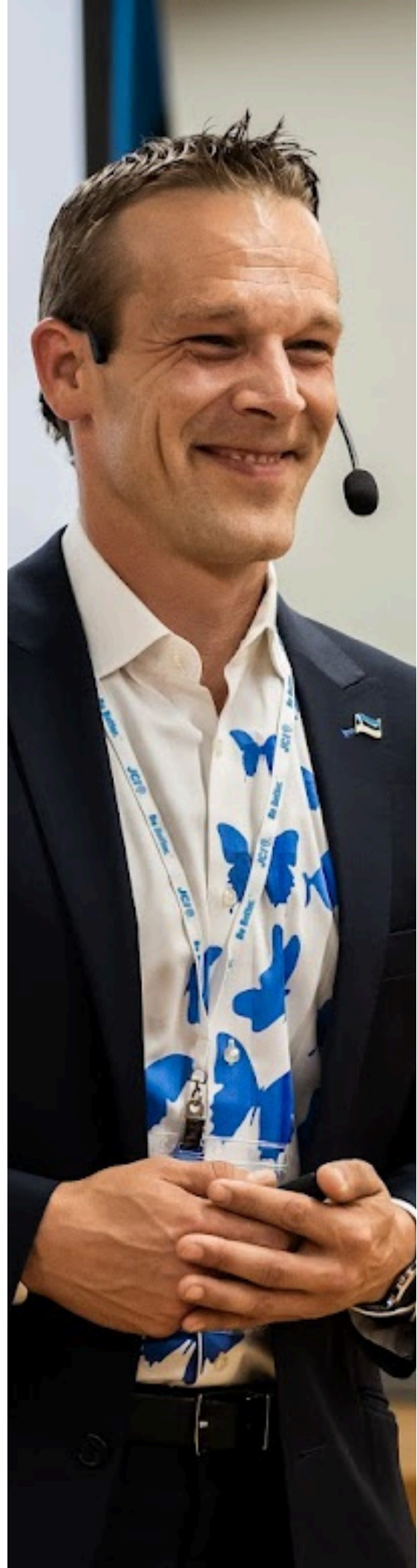
Jay's Clients



References available upon request!

"Jay has been doing professional education presentations for me over the last 4 years. I can not tell you enough how much I value the behavioral approach to education he provides for my healthcare professionals. The material the attendees learn can be applied both in their professional and personal lives. I will continue to work with Jay and highly recommend his services."

- Donna MacDonald, Institute of Gerontology



Sample Talks and Sessions

From Burnout to Buy-In: Reigniting Motivation in Managers and Teams

Contrary to popular belief, self-care won't fix your burnout issues. Thankfully, there is a better way.

When managers burn out, it ripples across the entire organization—teams disengage, culture fractures, and KPIs nosedive. Every burnedout employee costs organizations nearly \$18,000 in lost productivity, absenteeism, and disengagement.

Leveraging cutting-edge research and experience gained from working with more than 10,000 nurses and educators through COVID, Jay's evidence-based program demonstrates significant ROI in corporate environments.

This high-impact session helps managers and teams shift from reactive exhaustion to proactive, energized recovery. If you want to restore morale, increase resilience, and boost motivation in your teams, this talk is for you.

Culture Reset: How to Build High-Trust Teams That Perform Under Pressure

When culture breaks down, performance isn't far behind.

Low trust, misalignment, and communication breakdowns silently sabotage output, and leaders often don't see it until KPIs crash.

In this powerful keynote, Jay Johnson reveals how to uncover the hidden behavioral patterns that fracture culture and stall progress. You'll learn how to assess what's actually driving behavior on your team—and where motivation, trust, and accountability are falling apart under pressure.

Backed by neuroscience and real-world leadership cases, this session equips leaders with tactical tools to reset team dynamics, build psychological safety, and create a high-performance culture that sticks—without adding more meetings or rewriting your values.

"How do you create lasting change in people and organizations? By focusing on the development of positive behaviors. Culture is the sum of all behaviors at every level. If you want to inspire a macro-culture of success, it starts with understanding and adjusting the micro-behaviors of your people and leadership."



Sample Topics and Sessions

Own the Floor: Building Managers People Actually Want to Follow

Most managers weren't trained to lead; they were promoted and left to figure it out.

The result? Missed opportunities, stalled performance, and teams led by hesitation instead of confidence.

In this compelling keynote, Jay Johnson draws on his experience coaching thousands of managers across the automotive, sales, government, and nonprofit sectors through his Workforce Accelerator Programs. The session delivers a proven roadmap to help managers step off the sidelines and into trusted, high-impact leadership.

You'll discover what's really holding managers back—and how to equip them with the behavioral tools to coach effectively, drive accountability, and create the kind of team culture where excellence is expected (and achieved).


Dealing with Difficult People – How to Stop Other People's Behavior from Becoming Your Heart Attack

You can't control difficult people, but you can control the damage they do to your health, your team, and your bottom line.

With over 5 million views, Jay Johnson's TEDx talk on this topic has redefined how leaders and organizations approach conflict, and this keynote brings those insights to life with humor, science, and real-world strategy.

In this crowd-pleasing session, Jay breaks down the behavioral patterns behind difficult personalities and gives leaders the tools to respond without losing their cool, their culture, or their capacity to lead.

From workplace saboteurs to energy vampires, you'll learn how to handle even the toughest personalities with clarity, confidence, and composure.

A man in a dark suit and tie is standing and speaking to a large audience seated at round tables in a conference room. The room has warm lighting and wood-paneled walls. The audience is diverse in age and appearance, some looking towards the speaker, others looking down at their phones or papers.

“My experience tells me that people can change. It takes effort and guidance, but we all have the capability to behave more intelligently today than we did yesterday.”

Fees / Industries



Keynote Fees:
\$15,000



Virtual Keynote Fees:
\$8,500



Workshop Fees:
\$20,000 - Full Day
\$12,500 - Half Day



Organizational Consulting Fees:
\$400 - \$600 / Hour
Project Pricing: Variable



Travel Fees:
Flight - Delta Main Cabin
Reasonable Accommodations
Ground Transportation

Fee ranges provided vary based on a number of factors including length of speech, number of talks, customization, audience level, location, travel, openness to additional sales, recording requests, etc.



Industries That Hire Jay

Manufacturing

Automotive

Healthcare

Hospitality

Trades

Real Estate

Retail

Insurance

Financial

Banking

Legal

Government

Nonprofits

Thank you for taking the time to learn more about me and my mission to help the world discover a pathway to behavioral intelligence. As a speaker, I know that the success of an event, and by default the meeting organizer, often rests on how well the speaker connects with the audience.

This is why I take painstaking efforts to ensure that my performance will be motivational and memorable for years to come. I look forward to exceeding your expectations!



Jay Johnson, CEO

E: jay@coeuscreativegroup.com

C: +1 313 802-1602

W: <https://jayjohnsonspeaks.com>

S: @jayjohnsonccg