

# 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

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**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

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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.

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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](#)



# Past Speaking Engagements

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**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 Administrate 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**



“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

[5 Steps for Dealing with Difficult People in the Workplace](#)

Forbes (Author)

[15 Top Tips For Creating A Purpose-Driven Business](#)

Forbes (Contributor)

[Can A Tiger Change Its Stripes? Why Businesses Should Focus On Behavior](#)

Forbes (Author)

[12 Ways To Prepare For Employees' Return To The Office](#)

Forbes (Contributor)

[13 Perks To Improve Employee Morale And Retention](#)

Forbes (Contributor)

[Your Campus is Globalizing: Can Technology Help Solve Transition Challenges for International Students?](#)

Hawaiian International Conference on Education

[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 Customer Behavior Trends Emerging This Year](#)

Forbes (Contributor)

[15 Critical Ways To Manage Work And Home Life Boundaries](#)

Forbes (Contributor)

# Videos

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## What is Behavioral Intelligence?

<https://youtu.be/A9o4i3Xnxn4>

## How to Deal with Difficult People | TEDx

<https://youtu.be/kARKoDRHaj8>



## Participants React to the Behavioral Elements Program

<https://youtu.be/a1h5Eo1JcdY>

## Difficult Behaviors Virtual Preview

<https://youtu.be/zhoiWbFY8DQ>



# Testimonials

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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

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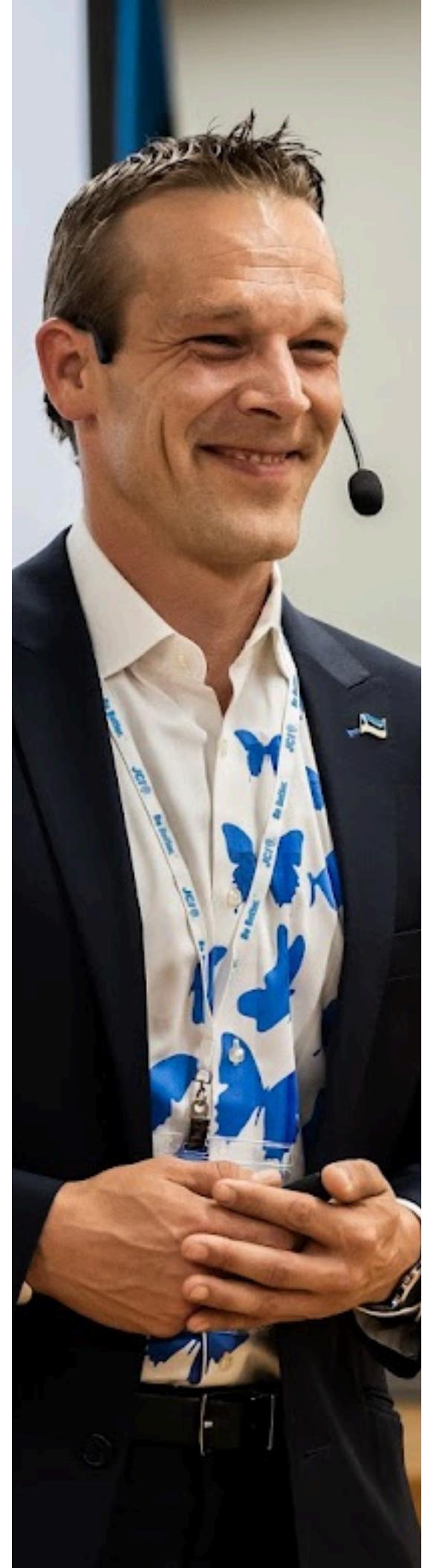


References available upon request!

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"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

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## 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

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## 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 photograph of a man in a dark suit and tie standing and speaking to a seated audience in a conference room. The audience is visible in the background, seated at tables. The man is gesturing with his hands as he speaks. The lighting is warm and focused on the speaker.

**“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

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**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

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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!



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