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Jay Johnson

SPEAKER PACKET

Helping people and organizations thrive and grow with behavioral science. Inspire your teams and empower their future with a journey that keeps them laughing, thinking, and learning from start to finish.

Introduction



Guiding smart companies in elevating performance, managing behavioral challenges, and building a strong culture that engages and empowers their teams.

Why Choose Jay for Your Next Event?

The only constant in every organization, every profession, and every industry is people. That is why Jay has dedicated his life to pursuing an authentic and meaningful understanding of behavior and its application to organizational transformation. From dealing with difficult people to building relationships fostering trust and understanding, Jay provides exhilarating and dynamic talks that accelerate behavioral change in individuals and organizations. Jay's interactive and engaging style inspires action, bringing focus to the source of performance and culture — behavior. From small groups to packed auditoriums, in-person or online, Jay packages his message in a way that is accessible and resonates with audiences of any level. Book Jay today and start a journey toward behavioral excellence!



Jay's Story

From as far back as I can remember, I was fiercely competitive. From hockey player to mixed martial artist to competitive debater in college - I was driven by perfection and an insatiable appetite to win. Unfortunately, my competitive and confrontational nature would quickly become my “go-to” behavioral habit. I had a lot to learn about life and the bigger picture.

Thankfully, I found a better path through some exceptional mentors who showed me that my behavior was limiting my growth. My journey to “Behave Intelligently” had begun. I found my calling in sharing my passion to be a better person. Helping people avoid the behavioral mistakes that I had made gives me a sense of purpose and satisfaction.

Behaving intelligently is simply applying the right behaviors, at the right time, in the right context. As simple as it sounds, it proves to be a daunting challenge in business. Conflict, disengagement, and poor culture can become rampant when behavior is left to chance. I share my story with audiences and organizations, empowering them with the tools to overcome the most complex human challenges.

Of course, I still like to win; the competitor in me never went away. However, now it is under control and deployed in a much more positive and productive way. My experience tells me that people can change. It takes effort and guidance, but we all can behave more intelligently today than we did yesterday.

I have a vision of a world where people and organizations behave intelligently, and I will not stop until that vision is realized. Every keynote, every workshop, every coaching engagement, and every consultation, I come one step closer to seeing that world exists. I hope you will consider working towards that future with me.

**“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 and Experience

Jay works with people and organizations to empower teams, grow profits, and transform leaders through behavioral intelligence. He is a TEDx speaker, Forbes Business Council Member, and has given keynotes and workshops in 30+ countries across 4 continents.

Jay works with Fortune 100 companies and international organizations such as NASA, Ford Motor Company, Prudential, Nikon, General Dynamics, Rock Central, Stellantis, Consumers Energy, Keller Williams, Kentucky Fried Chicken, and more. His delivery style is engaging and fun, all while giving audiences immediately usable skills to build stronger relationships, enhance influence, and lead effectively.

Jay holds a Master's Degree in communications and public relations, is a designated Master Trainer from the ATD, and was twice honored with the Excellence in Training Award by the APCC. He has served in local government as well as International Vice President for a global NGO. Jay was named "Top Trainer" in 2017, and again in 2019 in a special "All-Star" edition by the ATD Detroit.

His passion for speaking comes through in every engagement and he is always excited to share his knowledge and experience to empower his audiences. Whether in person or virtually, packed auditoriums or intimate board rooms, Jay helps to make the complexities of behavior attainable to audiences of any level, leaving them with a memorable experience and hope for a better tomorrow.



[Click Here to Download Headshots](#)



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 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**

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

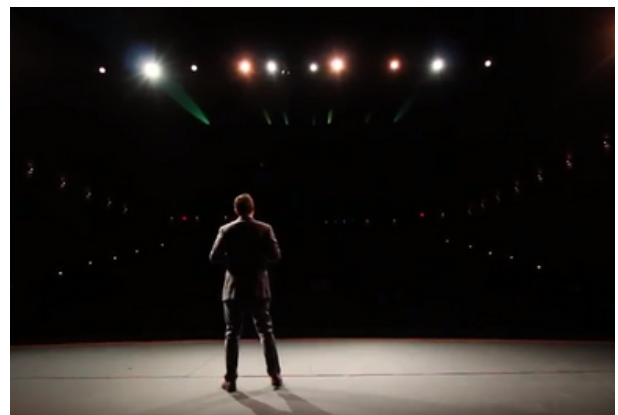


How to Deal with Difficult People | TEDx

<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, Growth Works

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!

"Coelus Creative Group 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 they provide for my health care professionals. The material the attendees learn can be applied both in their professional and personal lives. I will continue to work with COEUS and highly recommend their services."

- Donna MacDonald, Institute of Gerontology



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!

