



**InitiativeOne**  
INSTITUTE OF BUSINESS LEADERSHIP

**I**nitiativeOne is dedicated to helping your company create a corporate culture of open and honest communication that embraces accelerated change. Through participation in our processes your key leaders overcome operational and attitudinal impasses which limit productivity and profits. They commit to supporting a new energized environment based upon accountability and driven by your vision and values – a climate that promotes both professional and personal growth throughout your organization.

## Dr. Fred Johnson, Founder, CEO



*“InitiativeOne processes are designed to deliver corporate culture revitalized by a motivated and vision-driven workforce powered by accountability coupled with open, honest communication and dedicated to your core values and critical goals.”*

*Dr. Fred Johnson  
Founder and CEO*

Dr. Johnson is the results oriented Chief Executive Officer and founder of InitiativeOne. For nearly two decades he has developed and refined the InitiativeOne proprietary processes to drive cultural change within corporate and organizational environments through focusing upon improving the behaviors of key leaders at a personal and professional level. Implementation of these processes result in verifiable improvement in morale, productivity, profitability and efficiency.

Dr. Johnson is a nationally recognized expert in generational differences and their marketplace implications. He is a sought-after speaker and prolific communicator for business conferences and corporate seminars. He has taught leadership and organizational principles to senior executives for Fortune 100 companies. His unique executive management driven, hands-on approach to culture change and personal leadership in a team environment has placed InitiativeOne at the forefront in

facilitating positive change in corporate business. The key differential for Dr. Johnson has become his delivery and integration of timeless business principles into corporations throughout the nation.

His most widely recognized clients include Banner Healthcare, Compass Bank, Continental Homes, Honeywell, Macerich/Westcor, McDonnell-Douglas Aerospace, Neonatology Associates, Realty Executives International, Scottsdale Healthcare, Scottsdale Medical Imaging, Scottsdale Emergency Group Transamerica, Unison Health Plan, Westfalia-Surge and United States Steel.

Under Dr. Johnson's leadership, InitiativeOne has launched the next generation of tools for implementing change in corporate culture through an online-learning program exclusively available to company clients. This innovative technology is a highly cost-effective tool for driving change throughout an organization and adds a new dimension to scope of Leadership training from InitiativeOne.



### *Services for facilitating accelerated change in the world of business*

Leadership Development • Strategic Planning • On-Call Business Consulting

Personal Executive Coaching • InitiativeOne Corporate Retreats

office: 602.374.8990  
info@initiative-one.com  
www.initiative-one.com



Corporate Headquarters  
7702 East Doubletree Ranch Road  
Suite 300  
Scottsdale, AZ 85258