



## Jay Johnson's Elite Training Academy



## Your Guide to Making Unforgettable Learning Opportunities

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*Keynote Speaker | Author | Changemaker |  
Coach | Master Trainer | Facilitator*

Helping trainers, coaches, speakers, and HR practitioners provide talent development opportunities that foster real change with behavioral science.

# Introduction

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**Moving from Knowledge to Action -  
Make Your Offerings Stand Out.**

## The Elite Training Academy - The “Why”

**As trainers, coaches, mentors, managers, or leaders, our highest calling is the ability to help others grow, develop, and ultimately thrive and survive.**

Too often, the role of Talent Development suffers a poor reputation because a training or coaching program failed to yield results. We need to do something different, something that has been proven to create real, lasting change. We need to disrupt our current way of thinking and approaches. We need to evolve or risk becoming obsolete.

What I can offer you is a playbook for creating real transformational growth. I will share my experiences, both successes and failures, to help you navigate an ever-evolving world of talent development. Together, we will elevate the Talent Development profession and collectively build the credibility that we deserve. I want to inspire you to think differently but, more importantly, empower you to take a different approach to developing people.

Together, we will eliminate the question, "Will this training work?"



# Jay's Story

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I'm Jay Johnson, and for the past two decades, I've had the privilege of traversing the exhilarating landscape of training and development. From the inspiring energy of a buzzing classroom to the quiet satisfaction of witnessing a trainee's "aha" moment, this journey has been nothing short of transformative.

But let me be honest, it could have been smoother sailing. My early days as a trainer were riddled with self-doubt, fumbled presentations, and the occasional awkward silence. However, each stumble became a stepping stone, each challenge a valuable lesson. Through relentless practice, unwavering passion, and a thirst for continuous learning, I eventually carved my path toward becoming a master trainer.

I have been a trainer, coach, mentor, and speaker for over 20 years. I have worked with organizations such as Ford Motor Company, NASA, Prudential, Nikon, Johns Hopkins, and many other global powerhouses. I have delivered talks, keynotes, and workshops in more than 30 countries across four continents. I am a two-time TEDx Speaker with more than 5 million views. I have led global teams in efforts to modernize their offerings in talent development and have been recognized for my work with outstanding trainer, top performer, and excellence in talent development awards from a myriad of organizations. I am a designated master trainer by the Association for Talent Development (ATD). I have multiple degrees and relentlessly pursue knowledge of human behavior through psychological and neuroscientific studies. I have developed turnkey train-the-trainer programs for international organizations that serve as the foundation for developing talent globally. I have developed a unique, proprietary behavioral science-based assessment and training program revolutionizing our understanding and approach to growth and development. I certify and coach exceptional trainers, coaches, and speakers worldwide.

I am excited to share everything I have learned with you.

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**“Talent Development needs to evolve. We must focus on fostering real, sustainable behavior shifts in our people, and teams. If not, we will never have the voice and influence that we deserve as changemakers.”**

|| Jay is an awesome trainer, mentor, and all around encouragement to all who he works with.

— Sarah Austin, Senior International and Mobility Human Resources Specialist at LafargeHolcim

# Accelerate Your Growth, Make Connections, and Deliver Unforgettable Talent Development Programs -

## Join the Elite Training Academy

By bringing together professionals with similar goals and challenges, group coaching fosters a supportive and collaborative environment where participants can learn from each other's experiences, share insights, and gain new perspectives. This collective approach not only accelerates personal growth but also cultivates a sense of accountability, as individuals feel motivated to stay on track when they're part of a group striving towards common objectives. Group coaching enhances communication, encourages teamwork, and promotes belonging, all vital for improved performance within teams and organizations.



4 Months:  
~~\$3995.00 USD~~

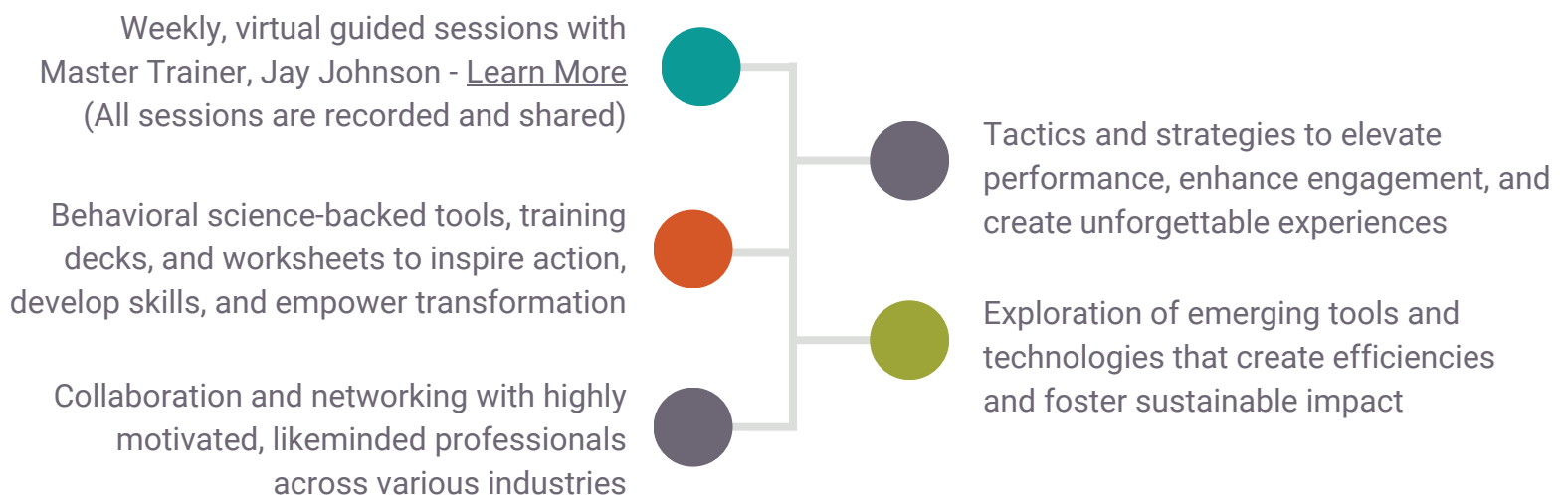
**\$1000.00**  
Limited Time

Or, \$400/Month

## Guaranteed results, or your money back.

Sign up for the 4-Month package and if you do not see results, I will give you your money back. That is how certain I am that you will see immediate results and impact with your offerings.

### Here is what to expect:



# Ready to Accelerate Your Performance?

## How to grow, upskill, and develop talent

Transformational growth requires much more than PowerPoint slides, curated handouts, and awkward role-playing exercises. Even the best trainers, coaches, and leaders struggle to create real behavioral change. This program will give you the insights, tools, and practices to build credibility as a changemaker, problem solver, and organizational talent savior.

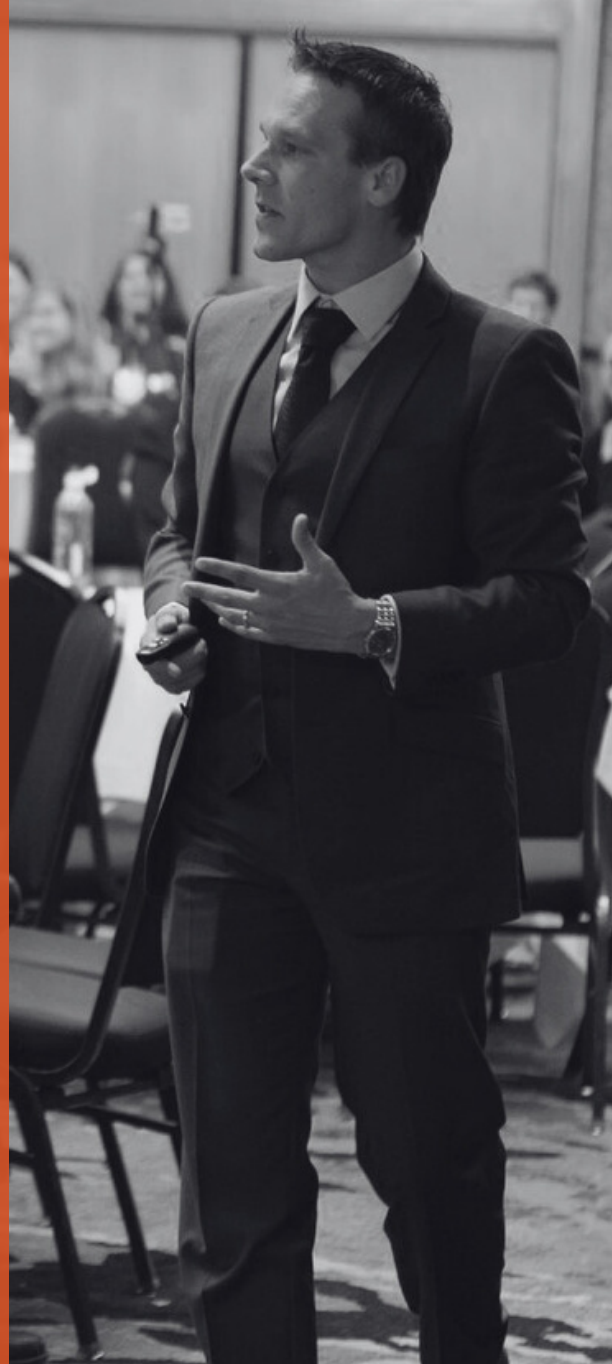
Jay Johnson is guiding a team of dynamic and sophisticated practitioners who help people and organizations understand and leverage the intricacies of human behavior to accelerate growth and development. Using cutting-edge behavioral science and years of real-world training and coaching experience, Jay offers powerful tools to generate unimaginable growth in people and teams.

Join us on a journey to learn:

- The mindset shift needed to transform learning
- The science of crafting impactful learning
- Mastering the art of delivery
- The power of evaluation and continuous improvement

As you embark on this journey, remember that your most valuable asset is your unwavering commitment to continuous growth.

Let's get started.



|| Jay brings an energy and professionalism to his presentations that are top notch and **through our evaluation system his presentations are rated 5\***. He meets his learning objectives time and time again. Jay is a welcome addition to our speaker's bureau and my most requested speaker. ||

— Donna McDonald, IOG Speaker's Bureau and Community Outreach Coordinator at WSU

|| Jay presents complex ideas in a commonsensical and digestible way. I would have never thought it possible, but I walked away from a corporate training event enlightened and refreshed. ||

—Derek Moss, Defense Policy Analyst at United States Department of Defense

|| I attended a presentation by Jay Johnson. 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 Schroeder, Sr. VP Business & Organizational Development, BrightStar Care

|| 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.** ||

— Laura Reiners, Director at Growth Works

# Building Unforgettable Learning Experiences: Topic Areas and Development Focus

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Generating engagement and collaboration in learning events



Inspiring meaningful discussion and feedback



Building accountability and consistency in behavior change



Tracking and analyzing metrics that demonstrate ROI



Elevating performance and building your reputation



Standing out in vast ocean of mediocrity and average



Managing difficult people and situations in learning events



Connecting with audiences on a higher level



**Sessions are 1 hour and follow a set agenda:**

- 1. Topic Introduction**
- 2. Skills and Tactics**
- 3. Group Exploration**
- 4. Issues (Q & A)**
- 5. Practice (Ongoing)**

**While participation is highly encouraged, life happens... All sessions are recorded and stored for review.**

# Your Journey Begins

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**1** Register and gain access to group coaching platform

**2** Complete the onboarding and welcome session

**3** Attend the cohort coaching sessions and engage

**4** Practice and leverage the transformational tools

**5** Enjoy your success as you transform your offerings

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The way Jay Johnson approached the subject and shared his knowledge was on a level that was easy adaptable and left you curious for more. Jay has an exceptional way of getting you engaged and involved and for me that meant learning a lot which I am going to use in my everyday life.

— Jenni Vidarsson, Trainer & Educator





[Learn more about Jay by visiting his Speaker Website!](#)

**Register today and  
secure your seat!**

**<LINK>**

**Jay Johnson, CEO & Master Trainer**

E: [jay@behavioralelements.com](mailto:jay@behavioralelements.com)

C: +1 313-802-1602

S: [@jayjohnsonccg](https://www.instagram.com/jayjohnsonccg)

Questions?

Let's schedule a call or meeting to walk through them!

[Click Here to Schedule with Calendly.](#)