

Betty Johnson, PhD

Certified Master Coach

**Founder, President | Leadership & Change Expert
Author | Speaker | Researcher | NYU Adjunct Professor**



Building followership requires leaders to be highly self-aware about their strengths and preferences and use their unique talents to galvanize others toward positive action. I coach leaders to do that in authentic, straightforward, practical, and consistent ways.

As a result, their careers bring them ever-increasing satisfaction and success.



Executive Summary

With her 30 years' experience in leadership and change consulting and coaching, Dr. Betty Johnson helps leaders recognize the behavior-goal misalignments that impede their success and bridge the difference to achieve extraordinary results.

Coaching Expertise

Dr. Johnson serves as an executive coach in large, complex organizations, helping leaders and their teams create performance improvement strategies and put them to work. Her executive coaching, organization consulting, and post-doctorate research focus on everyday leadership practices that transform individual, team, and organizational performance.

Dr. Johnson's executive coaching expertise is comprehensive, covering a wide range of areas crucial for professional growth. These include career advancement, change readiness and execution, communication skills, relationship-building strategies, conflict and problem resolution, diversity, equity, inclusion, high-performance teams, and resiliency.



She serves clients across international footprints. Industries she has enjoyed working with include energy, financial services, healthcare, insurance, manufacturing, professional services, research and development, retail, and transportation. Clients include American Airlines, Atrium Health, Avanos Medical, CitiGroup, Deloitte, Ferguson, Halyard Health, Kimley-Horn, Moog Aerospace, TD Ameritrade, Wells Fargo, and the World Bank.

Assessment Instruments

Dr. Johnson uses a wide array of highly-respected leadership development assessments, including CPI-260, Campbell Leadership Descriptor and the Campbell-Hallam™ suite of leadership instruments, FIRO-B, Hogan Personality Inventory, Hogan Motives Values Preferences Inventory, Hogan Development Survey, Job Challenge Profile, LS13, MBTI, MRP®/MSP®, Teamworks-KS, TKI, TMA™, and the WorkPlace Big Five Profile™.

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Executive Coaching Client Examples

Chief Portfolio and Project Officer, Head of Research and Development, Chemence Inc. When transitioning from Kimberly-Clark as CPPO into a new organization and new role reporting to the CEO, challenges included integration into the C-suite team, setting expectations of direct report teams and cross-functional leaders, developing long-term and short-term strategic goals, and positioning self for advancement. **Key results:** 1) Developed and gained C-suite support for her organization-wide strategic change plan. 2) Applied new relationship navigation strategies across silos to build allyship for the plan. 3) Successfully aligned leaders and their people across the two business houses for executing the change effort. 4) After one year, succeeded in advancement goal by becoming head of R&D, thereby becoming firmly positioned for a next succession role.

Chief Medical Officer, Atrium Health. After a corporate acquisition of his previously autonomously managed medical practice, he needed new skills and strategies to navigate up, across, and down the acquiring organization to influence corporate-wide decisions affecting the practice. **Key results:** 1) Using strategic relationship-building strategies, forged a practitioner peer collective to sway policy decisions related to community care. 2) Impressed corporate C-Suite leaders with their positive use of personal power. 3) Acquired more power through expanded leadership: was awarded responsibility for additional facilities.

Finance Partner, ZS. Recently promoted from India leadership to a critical position at the U.S. headquarters of this management consulting firm, he needed to rapidly build a power network of support for advancement to a C-Suite position. **Key results:** 1) Implemented new communications strategies to demonstrate influence and personal power with C-Suite leaders, 2) Raised his 360 feedback ratings across a spectrum of capabilities, and 3) Developed an executive sponsor for his career advancement.

CEO, Big Brothers Big Sisters of the Carolinas. When transitioning from an executive role at Xerox to reporting to a non-profit Board of Directors, challenges included implementing rapid culture change to eclipse organizational norms that were no longer sustainable. **Key results:** 1) Strategically gained Board support to overhaul the leadership team, 2) Developed the new leadership team into a cohesive, high-performing group capable of and eager for implementing the growth plan, and 3) Designed and executed a new philanthropic strategy that included realigning investment strategies, resulting new financial ability to carry the mission forward for the long-term.

Vice President of Advancement, Chinese American Service League. As a direct report to the CEO, she needed to enhance her persuasion abilities at the executive table. **Key results:** 1) Applied new strategic thinking and communication techniques to influence the CEO's growth plan, 2) Increased her executive presence and peer influence to be seen by peers and the CEO as capable of the next advancement in role, and 3) Enhanced her abilities to lead a rapidly-growing team of direct reports through strategic change.

★★★★★ You figure out where the heartburn and rubs are and where I am as a person. Your feedback helps me see things differently. I've said this to other leaders: "You should try coaching with Betty: she'll help you address the things that will move your organization forward."

