FULCRUM MINDSET / SPEAKER ONE-SHEET

Dr. Alice Ward-Johnson, Ph.D.

Not a moment. A method.

Mindset Coach · Keynote Speaker · Author
Creator of the Fulcrum Mindset Framework™
fulcrummindset.com | dralicewardjohnson@gmail.com



Executive Overview

Dr. Alice Ward-Johnson is a dynamic keynote speaker, educator, and researcher who helps individuals and organizations bridge the gap between knowing what to do and actually doing it. Moving far beyond generic motivational hype, Dr. Johnson equips audiences with the Fulcrum Mindset Framework™, a proprietary, research-grounded five-stage method that identifies and shifts the subconscious friction points keeping capable leaders and teams stuck.

Short Speaker Bio

Born to a teenage mother in Milwaukee's 53206 neighborhood and navigating teenage motherhood herself, Dr. Johnson turned adversity into an enduring foundation of resilience, faith, and purposeful achievement. While raising her children, she earned a Bachelor's degree, two Master's degrees, and a Ph.D., later founding two learning centers and dedicating over 21 years to educational leadership, university-level instruction, executive consulting, and mindset coaching.

Having endured profound personal loss, business setbacks, and major life resets, Dr. Johnson speaks from authentic lived experience combined with rigorous cognitive research. She understands the high achiever who asks, "I know what to do, so why am I still not doing it?" and provides the exact tools to unlock consistent action.

What Audiences Walk Away With

- A Monday-Morning Framework: Practical tools that outlast the initial event excitement.
- Root-Cause Clarity: The ability to distinguish between fear and discernment, avoidance and rest.
- Reality-Grounded Hope: Inspiration anchored in cognitive psychology and strategic structure.
- Immediate Next Steps: Every attendee identifies their primary leverage point before leaving.

Audiences & Formats

- Corporate Conferences & Industry Associations: High-impact keynotes and executive breakout sessions on leadership resilience.
- Educational Institutions & Student Leadership: Commencement addresses, faculty professional development, and student leadership summits.
- Faith-Based & Women's Organizations: Retreat keynotes, multi-session seminars, and purpose-driven workshops.
- Custom Intensives: Half-day and full-day strategic team alignment sessions.

What Event Leaders Say

"One of the most impactful conversations I had with Dr. Johnson came at a time when I was questioning whether I was fully qualified to lead in the way my organization needed. Through thoughtful questions and honest reflection, Dr. Johnson helped me recognize the significance of the work I was already doing and the impact of my leadership. She has a remarkable ability to help leaders see their own capacity more clearly."

Executive Director & Leadership Client

Signature Keynotes & Speaking Topics

From Vision to Victory (Signature Keynote)

45 to 60 minutes | Keynote
Theme: Goal execution, strategic clarity, backward planning

- Transform high-level ambitions into a sustainable, step-by-step roadmap.
- Overcome paralysis by analysis using backward design and weekly milestone mapping.
- Leave the room with your immediate 7-day action commitments clearly defined.

From Stuck to Unstoppable (The Complete Framework)

60 to 90 minutes | Keynote or Interactive Workshop
Theme: Mindset renewal, habit formation, behavioral shift

- Walk live through the five stages of the Fulcrum Mindset: Awareness, Discernment, Pivot, Plan, and Action.
- Identify the unexamined beliefs and emotional patterns that sabotage momentum.
- Replace internal hesitation with grounded, high-leverage execution.

From Pressed to Purpose (Inspirational & Faith-Based)

45 to 90 minutes | Keynote or Retreat
Theme: Resilience, spiritual grounding, navigating hard seasons

- Grounded in Psalm 23:5: how intense pressure extracts what is most precious within us.
- Move an entire room from asking "Why me?" to discerning "What for?"
- Bridge spiritual faith and practical psychology to sustain hope during turbulent transitions.

From Exhaustion to Alignment (Leadership & Professional)

45 to 90 minutes | Keynote or Executive Briefing
Theme: Sustainable leadership, burnout prevention, high-leverage decision-making

- Designed for mission-driven leaders pushing relentlessly from an unsustainable place.
- Learn how to lead from genuine strategic alignment rather than chronic exhaustion.
- Master the "1-3-5 Rule" to maintain weekly team momentum that lasts past Wednesday.

Booking & Contact

Speaker inquiries
dralicewardjohnson@gmail.com

Discovery call & website
fulcrummindset.com/book-dr-johnson

Social
Instagram: @dralicemjohnson
TikTok: @dr_alice_wardjohnson
YouTube: @dralicewardjohnson
alicewardjohnson.substack.com

Media & press kit
Available upon request:
high-resolution headshots,
introductions, AV requirements.

The Fulcrum Mindset Framework™ and all related materials are proprietary to Dr. Alice Ward-Johnson. Unauthorized use or reproduction is prohibited. Trademark pending.