SPEAKING PORTFOLIO

DR. ALICE WARD-JOHNSON

KEYNOTE SPEAKER · AUTHOR · FOUNDER



"If you change your thinking, you can change your life."

Awareness • Discernment • Pivot • Plan • Action

FULCRUMMINDSET.COM · 817-965-2937

MEET YOUR SPEAKER

Meet Dr. Johnson



Dr. Alice Ward-Johnson helps people recognize the thoughts and beliefs that keep them stuck, so they can move toward clear decision-making that aligns with their personal and professional aspirations. Drawing on her own resilience through grief and major life transitions, she developed the Fulcrum Mindset Framework, a method grounded in neuroscience and faith. Dr. Johnson holds a PhD, owns her own business, and has written three books: *Don't Eat That Lie*, *More Than Enough*, and *Maximize Monday Mornings*. When she speaks, people leave with a simple method they can use right away and a clear next step.

WHAT TO EXPECT

Every session opens with a moment of connection around relatable challenges your audience faces in their own lives. Dr. Johnson shares honest stories and real-world insights, then walks people through her structured framework, grounded in neuroscience and faith, with practical exercises and thoughtful self-reflection questions. She coaches your audience toward their own next step, so attendees walk away with concrete tools and an actionable plan tailored to their goals. Every session is fully customizable to fit your organization's objectives, audience needs, and event format.

BOOKS BY DR. JOHNSON

- *Don't Eat That Lie*
- *More Than Enough*
- *Maximize Monday Mornings*

WAYS TO WORK WITH DR. JOHNSON

Keynote
A focused talk for conferences and large groups, with a clear message and practical takeaways.

Workshop
Guided exercises, reflection, and discussion built around your group.

Retreat
Time for your group to slow down, reflect, and leave with a plan.

Facilitated Discussion
A structured conversation around a challenge your group shares.

Executive Coaching
One-on-one or team coaching for leaders who want clear decisions and consistent action.

Faith-Based Sessions
Dr. Johnson focuses on the practical application of faith, so your members can live it out in everyday life.

AUDIENCES DR. JOHNSON SERVES

- Faith-based organizations
- Women's groups and Bible studies
- Prison ministries
- Nonprofit organizations
- Corporate teams and professional associations
- Colleges and young adults

THE METHOD BEHIND EVERY TALK

The Fulcrum Mindset Framework

A fulcrum is the point where a small, well-placed shift creates major change. Dr. Johnson applies that principle to the way people think, decide, and act. She developed the Fulcrum Mindset Framework through her own seasons of challenge and change and grounded it in neuroscience and faith. In every talk, she gives your audience a clear, five-stage process they can return to again and again to move from insight to action.

> *"If you change your thinking, you can change your life."*

1	**Awareness**	*What am I really believing right now?* You notice the thoughts and beliefs that are driving your choices.
2	**Discernment**	*Is this belief helping me or holding me back?* You weigh what you believe against what's true.
3	**Pivot**	*What do I need to believe instead?* You pivot toward a stronger, more useful belief.
4	**Plan**	*What's my next move?* You map out simple steps that fit your real life.
5	**Action**	*What next step will I take today?* You take one step and build momentum from there.

HOW EVERY SESSION WORKS

Recognize

Your audience sees a challenge they know well, told through real stories.

Learn

Dr. Johnson teaches a simple method people can remember and use.

Apply

Your audience works through practical tools during the session and leaves with one clear next step.

Small shifts create major momentum.

Signature Keynotes

From Vision to Victory

SIGNATURE KEYNOTE

THE CHALLENGE
You have a goal, and you're struggling to turn it into something you work on every week.

WHAT YOU'LL EXPLORE
Dr. Johnson walks you through backward planning, so you start with where you want to be and set clear milestones.

YOU'LL WALK AWAY WITH
A backward planning map, clear milestones, and your first steps for the week.

From Pressed to Purpose

THE CHALLENGE
You're in a season of pressure and wondering why it's happening to you.

WHAT YOU'LL EXPLORE
Rooted in Psalm 23:5, Dr. Johnson shows you how to find purpose under pressure and move from asking "Why me?" to finding your purpose.

YOU'LL WALK AWAY WITH
Guided reflections, support, and a clearer purpose.

From Stuck to Unstoppable

THE CHALLENGE
You know what to do, but you're stuck.

WHAT YOU'LL EXPLORE
Dr. Johnson walks your group through the common challenges that keep people stuck and applies the framework to what you're facing right now.

YOU'LL WALK AWAY WITH
Clarity, a plan for achieving your goals, and one action step you can take today.

From Belief to Breakthrough

THE CHALLENGE
You've tried to change your habits, and old thinking keeps pulling you back.

WHAT YOU'LL EXPLORE
A practical way to renew your mind that brings biblical truth and cognitive psychology together.

YOU'LL WALK AWAY WITH
A simple process for spotting and replacing an unhelpful belief, plus Scripture you can apply.

Maximize Monday Mornings

THE CHALLENGE
Your week starts strong, and by Wednesday your plans have slipped.

WHAT YOU'LL EXPLORE
Dr. Johnson teaches the 1-3-5 Rule, so you can plan your week with focus and keep your momentum going.

YOU'LL WALK AWAY WITH
A weekly planning rhythm and a simple way to restart when your week gets off track.

SPEAKING TOPICS

Identity and Personal Growth

For when you've spent years putting everyone else first and you're ready to reconnect with who you are.

Rediscovering YOU

THE CHALLENGE
You've spent years meeting expectations and caring for others, and now you want to reconnect with what matters to you.

WHAT YOU'LL EXPLORE
How your roles and other people's expectations have shaped your choices, and what you want to keep or change.

YOU'LL WALK AWAY WITH
A personal priorities inventory, reflection questions, and one realistic next step.

The Boundaries to Becoming

THE CHALLENGE
You've outgrown your environment, and the relationships or routines that once supported you don't fit who you're becoming.

WHAT YOU'LL EXPLORE
How to tell a hard season from a real mismatch, and how to set boundaries and decide what's next.

YOU'LL WALK AWAY WITH
A discernment checklist, conversation prompts, and one intentional decision.

Letting Go of Parenting Guilt

THE CHALLENGE
You've worked hard to provide for your family, and you still wonder if you were present enough.

WHAT YOU'LL EXPLORE
The standards you use to judge yourself, the many ways you show care, and what showing up means for your family.

YOU'LL WALK AWAY WITH
A reframing exercise, values-based reflections, and practical changes within your control.

Letting Go of "I'll Do It Myself"

THE CHALLENGE
You handle everything yourself because depending on others feels risky.

WHAT YOU'LL EXPLORE
What hyper-independence costs you, and how to share the load on purpose.

YOU'LL WALK AWAY WITH
A control and influence exercise, plus a plan for asking for support.

PAIRS WELL WITH

From Belief to Breakthrough and **From Stuck to Unstoppable**, two of Dr. Johnson's signature keynotes.

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SPEAKING TOPICS

Grief, Change, and Resilience

For seasons of loss and change you didn't choose, when people are still counting on you.

Life After Loss

THE CHALLENGE
A loss has changed everything, and your responsibilities keep coming.

WHAT YOU'LL EXPLORE
How grief touches your identity, relationships, and decisions, and how to find support at your own pace.

YOU'LL WALK AWAY WITH
A reflection guide, questions to identify your support, and one manageable next step.

When the Job Ends

THE CHALLENGE
A layoff, retirement, or career change has you wondering who you are without the title.

WHAT YOU'LL EXPLORE
How to separate your worth from your work, take stock of your skills, and decide what comes next.

YOU'LL WALK AWAY WITH
A strengths inventory, a transition plan, and one action to take this week.

Some Things Had to Die

THE CHALLENGE
The future you planned has changed, and you're grieving the life you expected to have.

WHAT YOU'LL EXPLORE
How to release old expectations, find meaning in what remains, and open yourself to a new direction.

YOU'LL WALK AWAY WITH
An expectations inventory, a values exercise, and a first step toward what's next.

When You Feel Like Giving Up

THE CHALLENGE
You've been strong for a long time, and you're running out of reasons to keep pushing.

WHAT YOU'LL EXPLORE
How to recognize exhaustion, lean on support, and find the strength for the next small step.

YOU'LL WALK AWAY WITH
A capacity check, a list of support you can call on, and one way to refill this week.

PAIRS WELL WITH

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SPEAKING TOPICS

Relationships, Trust, and Boundaries

For when you want to see your relationships clearly and protect your voice and your values.

Healing After Betrayal

THE CHALLENGE
Someone you trusted let you down, and now you question other people and your own judgment.

WHAT YOU'LL EXPLORE
How betrayal shapes your expectations, and how to rebuild trust based on consistent actions.

YOU'LL WALK AWAY WITH
Questions for assessing trust, a healing plan, and one small next step.

When They Call You "Selfish"

THE CHALLENGE
You've started saying no, and the people used to your yes are pushing back.

WHAT YOU'LL EXPLORE
Why boundaries feel hard, how to hold them with kindness, and how to handle guilt when others are disappointed.

YOU'LL WALK AWAY WITH
Boundary language you can use right away and a plan for one conversation you've been avoiding.

Grieving People Who Are Still Here

THE CHALLENGE
A friendship or family relationship has changed, and you're mourning what you thought it would be.

WHAT YOU'LL EXPLORE
Expectations, loss, and how to move forward without waiting for perfect closure.

YOU'LL WALK AWAY WITH
Reflection prompts, a boundary exercise, and ways to find support.

Married but Lonely

THE CHALLENGE
You're sharing a life with someone and you still feel disconnected or unseen.

WHAT YOU'LL EXPLORE
Expectations, communication, emotional connection, and where to find support, including when professional help may be useful.

YOU'LL WALK AWAY WITH
Guided questions, help preparing for an honest conversation, and support options.

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SPEAKING TOPICS

Goals, Decisions, and Momentum

For when procrastination, fear, or overwhelm keeps getting between you and your goals.

Beat Procrastination

THE CHALLENGE
You know what you want to accomplish, and you keep putting it off until you feel ready.

WHAT YOU'LL EXPLORE
What sits behind the delay, from perfectionism to self-doubt, and how small actions build consistency.

YOU'LL WALK AWAY WITH
A five-minute starting strategy, an obstacle plan, and a follow-through commitment.

Face Your Fear

THE CHALLENGE
Fear of failing, being judged, or even succeeding keeps you playing small.

WHAT YOU'LL EXPLORE
How fear shows up in your thinking, how to separate feelings from facts, and how to act with courage.

YOU'LL WALK AWAY WITH
A fear inventory, a reframing exercise, and one bold step to take this week.

Overcome Overwhelm and Achieve Your Goals

THE CHALLENGE
You have so much on your plate that your most important goal keeps getting pushed aside.

WHAT YOU'LL EXPLORE
How to sort your commitments, protect focused time, and break a big goal into manageable steps.

YOU'LL WALK AWAY WITH
A priority map, weekly milestones, and a plan for handling interruptions.

Use What You Already Have

THE CHALLENGE
You're waiting for more time, money, or resources before you start.

WHAT YOU'LL EXPLORE
How to recognize the skills, relationships, and experiences you already have and put them to work.

YOU'LL WALK AWAY WITH
A personal resource inventory, a starter plan, and one action you can take today.

PAIRS WELL WITH

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SPEAKING TOPICS

Faith, Purpose, and Reinvention

For seasons when you're praying and waiting and you want practical steps to keep moving forward.

Faith When the Answer Is Not Yet

THE CHALLENGE
You've prayed, worked, and waited, and you're unsure how to move forward.

WHAT YOU'LL EXPLORE
Patience, discernment, and the actions you can take today while you wait on God's timing.

YOU'LL WALK AWAY WITH
Scripture-based reflection, clear priorities, and a next-step plan.

Trusting God in Hard Times

THE CHALLENGE
You're in a season that tests everything you believe, and prayer feels harder than it used to.

WHAT YOU'LL EXPLORE
How to hold on to faith through hardship, find strength in Scripture, and recognize God's presence in the process.

YOU'LL WALK AWAY WITH
Scripture you can stand on, guided reflection, and a plan for staying grounded.

Practical Faith for Everyday Life

THE CHALLENGE
You believe, and you want your faith to show up in your decisions, relationships, and daily routines.

WHAT YOU'LL EXPLORE
How to apply biblical principles to real choices at home, at work, and in your community.

YOU'LL WALK AWAY WITH
A daily faith practice, reflection questions, and one way to live it out this week.

FAITH-BASED SESSIONS

Dr. Johnson focuses on the practical application of faith, so your members can live it out in everyday life. Scripture can be included in any topic upon request.

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LEADERSHIP TRACK

For Leaders and Executives

For leaders who carry a lot and want to lead from a healthier place.

Leading Yourself First

THE CHALLENGE
You spend your days taking care of your team, and your own thinking, energy, and priorities get pushed aside.

WHAT YOU'LL EXPLORE
How the way you think shapes the way you lead, and how to use the Fulcrum Mindset Framework to lead yourself first.

YOU'LL WALK AWAY WITH
A self-leadership check-in, one belief to shift, and a weekly practice you can keep.

From Exhaustion to Alignment

THE CHALLENGE
You're the one everyone counts on, and you're running low.

WHAT YOU'LL EXPLORE
The beliefs that keep leaders overextended, and how to line up your time and energy with your true priorities.

YOU'LL WALK AWAY WITH
A capacity check, boundary language for work, and a realistic weekly plan.

Leading Through Uncertainty

THE CHALLENGE
Your team needs direction while circumstances keep changing.

WHAT YOU'LL EXPLORE
How to sort what you know from what you don't, communicate honestly, and decide what to do first.

YOU'LL WALK AWAY WITH
A decision framework, a communication outline, and near-term priorities.

Building a Culture People Want to Stay In

THE CHALLENGE
Good people are leaving, or they're staying and checking out.

WHAT YOU'LL EXPLORE
How a leader's mindset shapes culture, and how to build trust, clear expectations, and a team people want to stay with.

YOU'LL WALK AWAY WITH
A culture check, conversation starters for your team, and one change to make this month.

EXECUTIVE COACHING

Bring the work back to your leadership team.

Dr. Johnson also coaches leaders one-on-one and works with leadership teams. She uses the Fulcrum Mindset Framework to help you find the thinking behind the places you feel stuck and turn it into clear decisions and consistent action. To request executive coaching, call 817-965-2937 or email dralicewardjohnson@gmail.com.

IN THEIR WORDS

What People Are Saying

> *She has a remarkable ability to help leaders see their own capacity more clearly.*

DENISE W.

> *My biggest aha moment was realizing that I can't control everything that happens to me, but I can control how I respond. Now I have more clarity, confidence, and discipline.*

MARCUS R.

> *Procrastination had a stronghold on my life. Our conversations helped me step outside my comfort zone and begin building a business with a clear path toward the life I want.*

JAMAL C.

HOW BOOKING WORKS

1

Reach Out

Call, email, or use the form on the website. Share your date, location, audience, and goals.

2

Plan Together

Dr. Johnson works with you to choose the topic, format, and length that fit your group.

3

Get Your Proposal

You'll receive a proposal with fees, travel, and event details.

4

Event Day

Your audience gets real stories, a simple method, and a clear next step they can use right away.

BOOK DR. JOHNSON

Let's Talk About Your Event

817-965-2937
dralicewardjohnson@gmail.com
fulcrummindset.com

YouTube @dralicewardjohnson **Instagram** @dralicemjohnson **TikTok** @dr_alice_wardjohnson

Executive coaching is also available for leaders and teams.

SCAN TO VISIT

Small shifts create major momentum.