



Behavioral
Elements™

The Management Accelerator Program:

A Cohort-Based Development
Solution for Managers



Your Guide to Becoming a Leader That Inspires Others to Follow

*A results-based program built on
modern Behavioral Science.*

*Build the skills and confidence to
effectively lead and empower high
performance teams*

Leadership is Hard - We Make it Easier.

Proven Solutions Backed by Science



Today's managers are facing more complexity, faster change cycles, and more demands from the workforce. This can lead to feelings of frustration, overwhelm, and burnout if not addressed. *Overwhelmed managers cost organizations upwards of \$126,000 per year.* This is seen in retention rates, employee satisfaction scores, productivity, and a number of other essential business functions. This unique program has a proven track record of empowering managers globally to elevate performance and make the difficult transition from doers to leaders. With more than 10,000 leaders from companies like Ford Motor, Nikon, and NASA, our program has demonstrated tangible results in improving employee and manager satisfaction, engagement, and retention.



Everything You Need to Lead

120-Day Program includes assessments, kickoff, weekly virtual coaching, evaluation, and certificate

*Group Rates and Individual Scholarships Available.

What's included?

A comprehensive 120-Day program with Master Trainer, Jay Johnson designed to accelerate management performance.

Weekly, 60-minute guided sessions (virtual) to build skills and tackle real challenges to foster growth.

Customized tools to raise awareness, develop positive behaviors, and inspire lasting change.



A 60-minute live (virtual) Kick-off to jumpstart development.

Behavioral Elements PRO Assessment and facilitated deep dive into results.

A 60-minute live (virtual) Closing to reinforce learning.

Sessions include real-time problem-solving for management challenges identified weekly by the participants.

Management Development ROI: An Investment in Success



Impact of Management Coaching

Effective management development programs can yield more than **10X the investment made.**

Developing positive behavioral patterns directly impacts productivity, communication, performance, decision-making, and job satisfaction.

Managers and leaders have the most substantial impact on issues such as retention, engagement, well-being, and customer satisfaction. Unprepared managers can be costly and devastate an organization's bottom line.



70%

Increase in Individual Performance

Goal attainment
Clearer communication
Higher satisfaction



50%

Increase in Team Performance

Better conversations
Improved collaboration
Enhanced performance



48%

Increase in Organizational Performance

Increase in revenue
Increase in retention
Customers as advocates

Source: International Coaching Federation

The Cost of Management Challenges....

-\$45,000

Per employee lost

01 Retention Rates

Enhanced leadership skills foster a supportive environment, leading to higher employee retention.

The **cost of employee turnover is 1.5 to 3 times the salary** of the exiting employee. - SHRM

-\$16,000

Per disengaged employee

02 Engagement Scores

Trained leaders boost motivation and communication, elevating employee engagement.

A single disengaged employee at the average salary level will cost \$16,000+ per year. - Forbes

-\$126,000

Per unskilled leader

03 Skills Development

Targeted training refines key leadership skills, improving team management.

One poor leader can cost a company more than \$126,000 over the course of a year. - DDI

-\$23,000

Per burned out manager

04 Sick-leave and Well-being

Effective leaders prioritize team well-being, reducing sick leaves and burnout.

Burned-out employees can **cost companies \$3,400 for every \$10,000 of salary.** - Gallup

-\$18,000

Per reputation issue

05 Customer Happiness

Improved leadership focuses on customer needs, raising satisfaction metrics.

Bad customer experiences cost organizations across the world **\$3.7 trillion annually.** - Qualtrics

Building the Behaviors of Effective Management: Topic Areas and Development Focus



Managing Change and
Building Adaptability



Inspiring Collaboration and
Fostering Teamwork



Building Positive Behavioral
Habits and Routines



Time Management and
Productivity Accelerators



Developing a Strong
Feedback Culture



Taking Ownership and
Making Decisions



Creating High Trust
Environments



Mediating and Managing
Conflict and Relationships

A man in a dark suit and light blue shirt is smiling and holding a large, stylized red 'X' that covers the bottom half of the image. The background is a dark, textured wall.

[Click Here to See the
Behavioral Elements
TEDx Talk](#)

Weekly coaching
sessions are 60-minutes
and follow a set agenda:

1. Accountability
2. Skills and Tactics
3. Group Exploration
4. Issues (Q & A)
5. Practice (Ongoing)

***Designed for busy leaders:** We know life happens. All sessions are recorded and made available to accommodate working schedules.

Management Accelerator Program: Building Ownership, Influence, and Adaptability

Description

The transition from individual contributor to people leader is hard. It requires making time not only to complete tasks but also to elevate moments for your teams and people. This unique and inspirational program equips managers with the behavioral competencies crucial for success in today's dynamic environment. Through a unique blend of coaching, training, discussions, interactive exercises, immersive practice, and real-world case studies, managers will gain a deep understanding of:

- The manager's necessary mindset shifts
- Inspiring behaviors of high-performance teams
- Leading up, down, and sideways
- Influencing team behavior and guiding performance

Program Topics:

Kickoff Session (60 Minutes)

- Introduction to Behavioral Elements framework and its application in leadership and teams
- Identifying core behavioral drives and their impact on communication, decision-making, and influence
- Finding balance within the drives to maximize strengths and overcome watch-outs
- Managing Emotions and Reactions (Emotional and Behavioral Intelligence)

Coaching Sessions (Weekly, 60 Minutes)

- Shifting Mindsets: From Contributor to Manager
- Delegation: The Gift of Empowerment
- Effective Communications: Creating Clarity
- Body Language: Reading the Room
- Compelling Presentations: Clear, Concise, Convincing
- Building Influence: Up, Down, and Across Organizations
- Crucial Conversations: Tough Talks Done Well
- Coaching Success: Inspiring Trust
- Feedback: Giving and Receiving with Grace
- Time Management: Productivity with Intention
- Managing Expectations: Inspiring Action
- Burnout-Proofing Teams: Cultivating Care
- Managing Conflict: Dealing with Difficult People
- Taking Ownership: From Victim to Victor

Closing Session (60 Minutes)

- Evaluating Skills and Mindsets
- Extending the Impact
- Certification

Outcomes

- Improved Retention and Engagement
- Improved Employee and Management Satisfaction
- Improved Productivity and Projects

Meet Your Coach - Jay Johnson

Behavioral Architect, Founder, Master Trainer

Jay Johnson helps overwhelmed leaders and managers transform chaos into clarity. His behavior-first approach to training and coaching empowers leaders to reduce conflict, build psychological safety, and give teams the tactical tools to thrive in high-stakes environments.

Jay is an internationally recognized speaker, corporate trainer, and the Founder of Behavioral Elements™—a transformative behavioral intelligence framework grounded in neuroscience. With two TEDx talks, multiple training awards, and work spanning 40 countries, Jay helps organizations around the globe rebuild trust, reset culture, and reignite leadership confidence.

As CEO of Coeus Creative Group, Jay combines behavioral science with real-world leadership to drive measurable results: improved retention, empowered managers, and high-performance teams. His signature programs, such as the Management Accelerator Program, have been leveraged by organizations like Ford, NASA, Nikon, State Farm, and Prudential, helping teams shift from friction to flow.

Known for his insight, humor, and fearless honesty, Jay is a master at turning overwhelmed managers into leaders people want to follow—leaders who spark trust, drive action, and deliver results that last.

When not on stage or developing leaders, Jay spends his time outdoors - hiking, primitive camping, exploring nature, and taking his loving pup, Revna, on exciting adventures.



Behavioral Elements was **perhaps the best 4 hours of training I've had at Ford – EVER.**

Framing project management and its myriad challenges from the perspective of drives and behaviors truly drove it all home for me. Well done! ||

– R.H, Supervisor
Ford Motor Company

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 want to be the best supervisor I can be and be able to retain qualified staff members. **Thanks to the Management Accelerator Program, I have seen myself improve each week. I look forward to each week's training.** ||

– Angela Amerman, CFO
City of Flint

I was struggling to balance technical work and people leadership. This program taught me how to delegate effectively, give clear feedback, and align expectations. **I am saving time, reducing rework, and our team's output has improved** in both speed and quality. My confidence has soared. ||

– Melissa Salazar, Regional Director
Falkenberg, Gilliam, & Associates

Lasting Impact: Behavioral Elements Coaching



This program includes the use of the proprietary Behavioral Elements Assessment and development tools. This innovative system is designed to empower people by helping them leverage the power of behavioral intelligence and improve choices.

Behavior is a choice, and the decision to act in certain ways can build relationships, foster growth, and improve performance. The Behavioral Elements program helps people and organizations understand what drives behavior and supports lasting growth by transforming behavioral choices.

Behavioral Elements Helps Leaders:

- Identify their driving purposes
- Improve decision-making
- Capitalize on their motivations
- Transform behavioral habits
- Achieve personal and professional goals

Behavioral Elements Helps Organizations:

- Develop better communication
- Foster shared understanding of work styles
- Facilitate high-performance cultures
- Reduce conflict
- Build stronger, more collaborative teams



Behavioral Elements gives your team a variety of tools to empower personal and organizational performance. The program includes access to a detailed behavioral assessment, team reports, custom planners, talent management instruments, and culture-building systems.

Organizations that have utilized the Behavioral Elements Coaching:



Your Journey Starts Here



1 Sign up for the Management Accelerator Program

2 Complete the BE Assessment & Pre-work

3 Engage in the live kickoff and coaching sessions

4 Stay accountable and complete the program

5 Earn your management accelerator certification

|| It is absolutely amazing to me how quickly leadership and management are able to learn the materials and immediately implement the learnings into the organizational culture. It is a gamechanger for teams. ||

– Søren Dinitzen, Training Manager





Check out our video testimonials
of real transformation!!



We look forward to empowering you with
the Behavioral Elements Coaching Program.

Jay Johnson, CEO

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Questions?

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

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