MICHAEL JOHNSON



Speaker

MEDIA KIT 2025

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HELPING LEADERS & ORGANIZATIONS STAY IRREPLACEABLE IN THE AGE OF AI

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ABOUT ME



Michael A Johnson

SHORT BIO:

Michael Johnson is a visionary speaker, author, business mentor, and former professional ballroom dancer. With over 30 years of experience in coaching, business strategy, and performance, he helps leaders, entrepreneurs, and organizations navigate the evolving landscape of AI and automation by leveraging their unique human strengths. As the owner of Business Choreography, Michael empowers individuals to choreograph success through purpose, passion, and strategic innovation.

ABOUT ME

THE LONG STORY:

Michael Johnson's journey is a masterclass in transformation, blending artistry, entrepreneurship, and innovation. Beginning as a professional ballroom dancer at the age of five, he rose through the ranks to become a judge, adjudicator, and examiner. His deep understanding of movement, precision, and storytelling naturally extended beyond the dance floor into the world of business.

As a seasoned entrepreneur, Michael has founded and operated multiple businesses, including Business Choreography, Magic for Life, and Marketing Choreography. He has also served as the COO of a software company, further honing his expertise in business systems, automation, and leadership. His work focuses on helping businesses choreograph success by integrating strategic structure with creativity, ensuring they remain adaptable and impactful in an era of rapid technological change.

Michael is a master NLP practitioner, an investor, and the author of Every Minute, a personal development book that explores the power of intentional living. His philosophy, built around the idea of 'Every Minute,' encourages individuals to fully engage in the present while strategically building for the future.

As a keynote speaker, Michael inspires audiences by combining real-world business insights with the elegance of dance, using live demonstrations to illustrate the balance between efficiency, creativity, and human connection. His presentations challenge professionals to embrace their unique abilities, develop a choreography for success, and create lasting impact in their industries.

Outside of his work, Michael is an avid golfer, drawn to the mental and physical challenges of the sport. He also enjoys video games, where strategy and character development mirror the challenges of entrepreneurship.



Michael A Johnson

KEYNOTE TOPICS

(01) IRREPLACEABLE IMPACT: HOW TO LEVERAGE YOUR UNIQUE HUMANITY IN THE AGE OF AI

In a rapidly evolving world dominated by artificial intelligence, it's easy to feel that our contributions may lose relevance. But the truth is, machines can't replace what makes us human—our ability to connect, create, and inspire.

In Irreplaceable Impact, Michael Johnson explores how embracing our unique passions, following our personal "alchemy," and balancing self-interest with service leads to a fulfilling career and life that no technology can replicate. Drawing from his personal journey—from dance to speaking to mergers and acquisitions—Michael offers insights into how to ignite your soul's calling, recognize opportunities, and create lasting value for yourself and others.



After Experiencing This Presentation, Participants Will Be Able to...

- Incorporate grit and resilience into their identity so that even if they fall seven times, they'll get up eight.
- Avoid overwhelm and burnout with a dancer's unique perspective on prioritization, shutting out life's noise and finding the music
- Reconnect with purpose at any position
- Identify and communicate your value with confidence
- Think like an owner, act like a leader - Lessons from running more than 20 businesses
- Personal development IS professional development. When you're a better human, you can't help but be a better employee, colleague, and teammate.
- Identify their unique strengths and passions that AI can't emulate.
- Cultivate a mindset for resilience and continuous reinvention.
- Build a life of purpose through service and self-expression.

KEYNOTE TOPICS

(02) THE SECRET TO LIFE: THRIVING IN A WORLD OF AI AND UNCERTAINTY



In an era where AI and technology seem to be taking over, what does it truly mean to be human? The secret to life isn't found in code or algorithms—it's hidden in plain sight, waiting to be unlocked.

In this powerful keynote, Michael Johnson reveals a timeless yet often overlooked principle that empowers individuals to navigate uncertainty, build resilience, and rise above adversity. More than just motivation, this talk provides practical tools to help attendees push through their darkest moments with confidence and clarity.

By tapping into this fundamental secret, leaders, entrepreneurs, and professionals will walk away with an unshakable belief in their ability to persevere—no matter what challenges the future holds.

After Experiencing This Presentation, Participants Will Be Able to...

- Discover the hidden principle that builds resilience and keeps them moving forward in uncertain times.
- Develop an unshakable mindset to overcome setbacks and navigate adversity with confidence.
- Understand why AI and technology can never replace human grit, courage, and purpose.
- Apply a simple yet powerful framework to find clarity and motivation when facing challenges.
- Strengthen their ability to adapt, pivot, and thrive in a rapidly evolving world.
- Cultivate emotional endurance to push through fear, doubt, and uncertainty.
- Gain actionable steps to create momentum, even when motivation is low.
- Learn how to turn obstacles into opportunities for growth and transformation.
- Walk away with a renewed sense of purpose, belief, and determination to succeed—no matter what.

KEYNOTE TOPICS

(03) THE POWER OF CHOREOGRAPHY IN BUSINESS: TURNING STRATEGY INTO ART

Success in business—like in dance—is more than just following the steps. While technical skills and fundamentals are essential, the real magic happens when you blend structure with soul, precision with passion, and execution with artistry.

In this high-energy, visually engaging keynote, Michael Johnson draws from his experience as a professional ballroom dancer and business strategist to reveal how choreography isn't just for the stage—it's the missing ingredient in high-performing businesses.

With the help of live professional dancers, Michael demonstrates the stark difference between merely executing movements and infusing them with artistry and meaning—a lesson that applies directly to employees, managers, executives, and founders alike.

Attendees will walk away with a powerful framework that helps them go beyond just "doing business" to bringing it to life with energy, passion, and impact—turning strategy into art.



After Experiencing This Presentation, Participants Will Be Able to...

- Understand why business, like dance, requires both structure and soul to create extraordinary results.
- Apply choreography principles to bring energy, passion, and artistry into their work.
- Recognize the difference between going through the motions and bringing their business to life.
- Learn how to blend precision with creativity to drive engagement, innovation, and impact.
- Identify the key fundamentals of great business choreography—whether as an employee, manager, or founder.
- Discover how to ignite culture, leadership, and teamwork by embracing choreography as a mindset.
- Gain real-world, actionable frameworks to infuse passion and purpose into their daily work.
- Shift from just executing tasks to masterfully performing their role in a way that elevates the entire business.
- Walk away with an entirely new perspective on success, performance, and leadership—both in business and in life.

KEYNOTE TOPICS

(04) LEAD WITH PURPOSE: THE ART OF LEADERSHIP & FOLLOWERSHIP IN BUSINESS



Great leadership isn't about control—it's about trust, connection, and collaboration. In business, as in ballroom dance, success isn't just about having a strong leader—it's about the seamless interplay between leading and following.

In this engaging and visually dynamic keynote, Michael Johnson draws from his experience as a professional ballroom dancer, coach, adjudicator, and business leader to break the misconceptions of leadership and show how mastering both leading and following can transform organizations.

With live professional dancers on stage, Michael demonstrates why the best leaders aren't dictators, and the best followers aren't passive. Instead, true leadership and followership are built on trust, responsiveness, and adaptability—the same principles that create extraordinary performances on the dance floor.

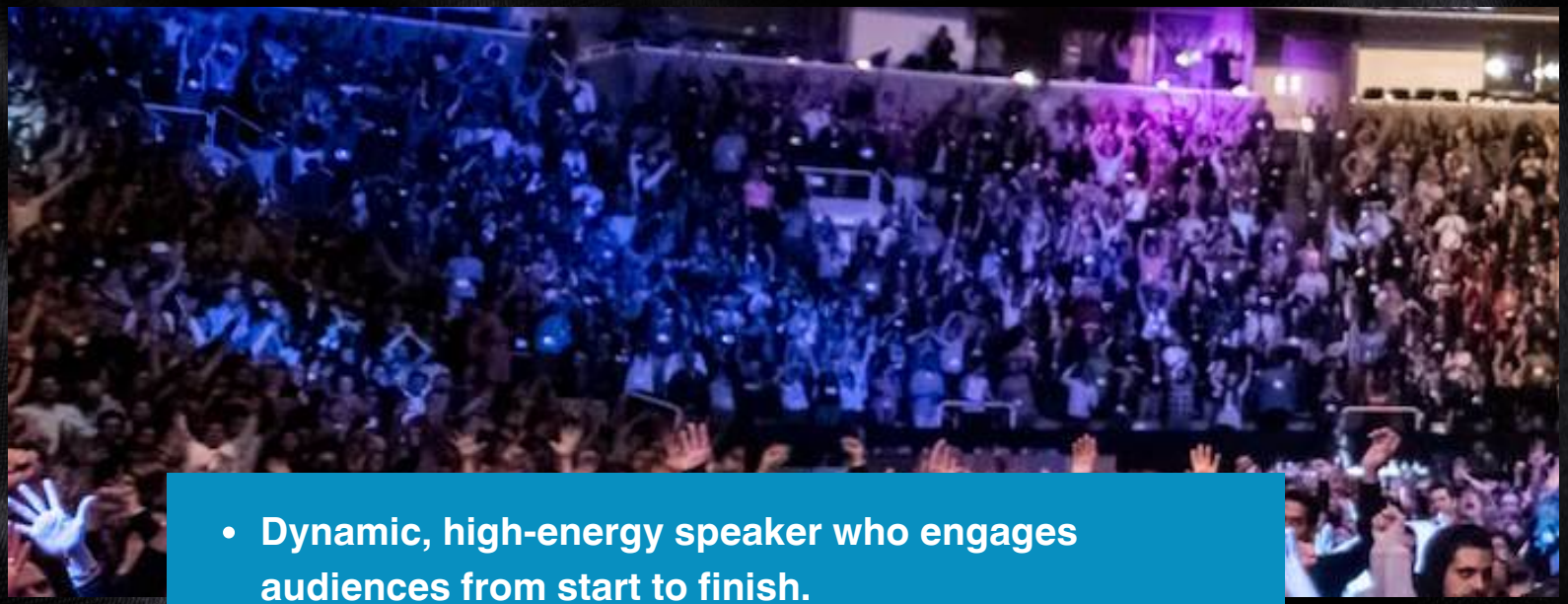
Attendees will leave with a powerful, actionable framework that helps leaders guide with clarity and purpose while empowering their teams to move in sync toward success.

After Experiencing This Presentation, Participants Will Be Able to...

- Redefine leadership and followership by understanding their true roles in business success.
- Recognize that great leaders don't just give direction—they create trust, clarity, and momentum.
- Understand that great followers aren't passive—they are proactive, adaptable, and essential to success.
- Apply ballroom dance principles to improve communication, collaboration, and decision-making.
- Develop leadership that inspires, rather than controls, fostering stronger team engagement.
- Learn how to create synergy between leaders and followers for seamless execution and innovation.
- Break the misconception that leadership is dominance and instead embrace influence and trust.
- Cultivate followership as an active skill that drives business forward with precision and purpose.
- Walk away with an actionable framework to choreograph a workplace culture of respect, responsibility, and high performance.

WHY BOOK MICHAEL?

MICHAEL BRINGS A RARE BLEND OF BUSINESS ACUMEN, PERFORMANCE EXPERTISE, AND ENGAGING STORYTELLING THAT CAPTIVATES AUDIENCES AND DRIVES MEANINGFUL TAKEAWAYS.



- **Dynamic, high-energy speaker who engages audiences from start to finish.**
- **Proven business strategist with decades of experience coaching executives and entrepreneurs.**
- **Unique ability to blend AI insights, leadership strategies, and the art of performance to inspire real-world application.**
- **Custom-tailored presentations designed to meet the needs of each audience.**

AUDIENCE TAKEAWAYS

ATTENDEES WILL WALK AWAY WITH:

- STRATEGIES TO STAY RELEVANT AND IMPACTFUL IN AN AI-DRIVEN WORLD.
- A BLUEPRINT FOR BALANCING EFFICIENCY WITH HUMAN CREATIVITY AND INNOVATION.
- PRACTICAL FRAMEWORKS FOR LEADERSHIP, RESILIENCE, AND PERSONAL REINVENTION.
- THE ABILITY TO IDENTIFY AND COMMUNICATE THEIR UNIQUE VALUE CONFIDENTLY.
- A RENEWED SENSE OF PURPOSE AND MOTIVATION TO THRIVE IN THEIR CAREERS.



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SPEAKING FORMATS

MICHAEL OFFERS A RANGE OF PRESENTATION STYLES TO FIT YOUR EVENT NEEDS:

Keynote Speech

(45-90 MIN)

Engaging, high-impact talks for large audiences.

Breakout Sessions

(30-60 MIN)

Interactive deep dives on specific topics.

Workshops

(HALF-DAY / FULL-DAY)

Hands-on training and practical implementation.

Panel Discussions

(CUSTOM)

Expert insights in a collaborative setting



TESTIMONIALS



Catherine J

I have to say just one last thing. Sometimes I piggyback on your belief. I literally say, “well, he believes I can do it, And that's pretty cool. So you might as well listen to him because he's pretty smart.” And so I use that belief when I'm missing it, which is just amazing.



Albert D

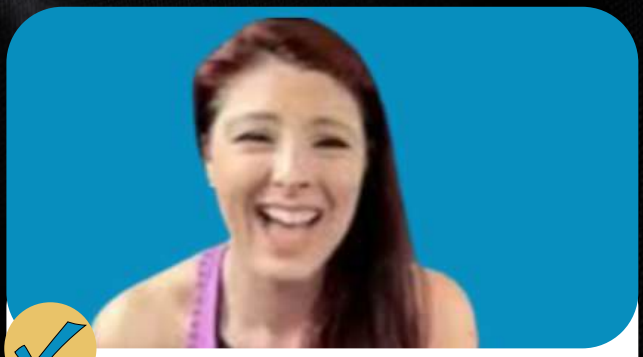
I found Michael to be incredibly receptive. I found him to be wonderful in listening, which is an important thing. It's an important thing that I'm carrying over into my courses. And also the ability to answer questions and to share his years of experience.



Michelle P

There's no rah rah. It is just real.

It is absolutely amazing. I just cannot believe it, today has been flipping awesome, so so to speak. Michael has nailed it



Harmony

They're gonna over deliver in a way that you're not expecting to the point where you're gonna be overloaded, and you're gonna have to slow it down to even process everything they're handing to you.

PROFESSIONAL INTRODUCTION

(FOR EMCEES / HOSTS)

Ladies and gentlemen, our next speaker is a visionary leader who has spent his career mastering the art of transformation—on and off the dance floor. He began as a professional ballroom dancer at just five years old, later becoming a judge, adjudicator, and examiner. But his expertise didn't stop there. He took the precision, storytelling, and strategy of choreography and applied it to the business world, founding multiple companies, including Business Choreography.

As an author, business mentor, and master NLP practitioner, he has worked with entrepreneurs, executives, and organizations to help them choreograph their success in a world increasingly shaped by AI and automation. His insights blend business strategy with the artistry of human connection, proving that what makes us truly irreplaceable is our ability to create meaning.

Today, he's here to share how you can leverage your unique strengths to not only stay relevant but to thrive in this new era. Get ready for an engaging, dynamic, and insightful experience. Please welcome to the stage, Michael Johnson!

Michael A Johnson

EVENT PLANNER RESOURCES



AV Requirements:

Standard wireless mic, projector, and audio setup.

Location & Travel:

Based in Utah, available for events worldwide.

Booking Inquiries:

info@bizchoreo.com

Websites:

MichaelAnthonyJohnson.com

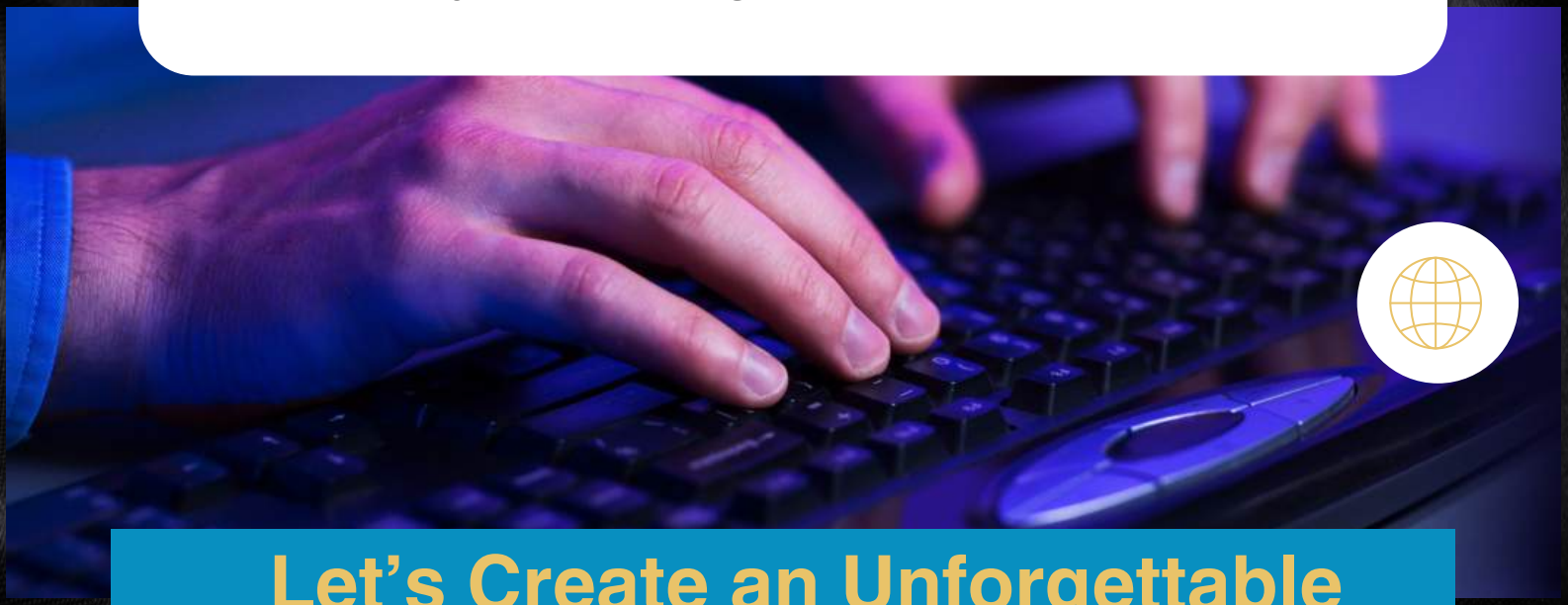
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Custom Presentations

Available Upon Request

NEXT STEPS TO BOOK MICHAEL

- Contact us to check availability.
- Schedule a planning call to discuss your event needs.
- Confirm booking and event details.
- Get ready for an unforgettable experience!



Let's Create an Unforgettable Event Together!

FOR INQUIRIES AND BOOKING, REACH OUT TO US AT INFO@BIZCHOREO.COM