



Natalie Johnson

ENTREPRENEUR/FOUNDER

Most organisations describe their culture in terms they cannot define. Engagement surveys and wellbeing budgets grow each year, while leadership behaviour is run as a separate workstream. Senior teams still cannot explain why some groups sustain performance while others burn out.

Natalie Johnson helps senior leaders define culture in language everyone understands, translating the science of human energy and resilience into the everyday behaviours that shape an organisation's culture.

Natalie Johnson's 2026 Biography

AVAILABLE FOR

- Speaking

Why organisations work with Natalie Johnson

- The CultureJourney™ framework gives senior teams a working model for how culture is actually produced, organised around three named levers: energy, connection, and courage.
- Combines a science foundation in human performance and resilience with three decades of corporate performance coaching. Few speakers in this space work from both traditions.
- Certified Dare to Lead™ Facilitator licensed by Brené Brown's organisation, which means buyers can book her for a keynote and for the full leadership programme from a single practitioner.
- Track record with organisations where performance under pressure is the basic operating condition, including NASA, the U.S. Department of Defense, Johnson & Johnson, Deloitte, and Ascension Healthcare.

NATALIE'S SPEAKING THEMES

- Corporate Culture
- Culture Transformation
- Employee Wellbeing
- Peak Performance

Biography highlights

- Co-founder and Chief Visionary Officer of Vidl Work, the consulting and keynote firm she leads
- Co-author of *Leading the Culture Journey: Elevating Everyday Actions to Create Extraordinary Workplaces* (Wiley, August 2026)
- Co-creator of the CultureJourney™ framework, used to guide culture transformation inside client organisations
- Performance Coach with the Johnson & Johnson Human Performance Institute
- Certified Dare to Lead™ Facilitator licensed by Brené Brown's organisation, and a Wellcoaches® Certified Coach
- BSc in Human Performance and Nutrition; MSc in Wellness Promotion
- Co-host of the *Energy, Connection & Courage at Work* podcast

LANGUAGES: English

Biography

Most organisations describe their culture in terms they cannot define. Engagement scores climb and wellbeing budgets grow each year, yet senior teams still cannot explain why some groups sustain high performance while others burn out.

This is the gap that the CultureJourney™ framework was built to close. Natalie Johnson developed it with her team at Vidl Work, the firm she co-founded and now leads as Chief Visionary Officer. The framework treats culture as the product of three working systems: how leaders elevate energy, how teams prioritise connection, and how leaders choose courage. The thinking is set out in *Leading the Culture Journey*, her 2026 book with Rebecca Johnson, published by Wiley.

Her authority on the topic comes from a combination of training that few culture speakers share. Johnson holds a BSc in Human Performance and Nutrition and an MSc in Wellness Promotion. She is a Wellcoaches® Certified Coach, a Performance Coach with the Johnson & Johnson Human Performance Institute, and a certified Dare to Lead™ Facilitator. The Dare to Lead credential licenses her to deliver Brené Brown's full leadership programme inside client organisations.

Her client list spans organisations where performance under pressure is the basic operating condition: NASA, the U.S. Department of Defense, Johnson & Johnson, Deloitte, Ascension Healthcare, and the American College of Surgeons. She also sits on the board of the Kidney Cancer Association and is a member of the International Women's Forum.

Key speaking topics

- Workplace culture and culture transformation
- Human performance and energy management
- Trust and courageous conversation in teams
- Resilience and sustainable high performance
- Employee wellbeing as a performance lever
- Dare to Lead leadership development

Ideal for

- Chief executives and senior leadership teams setting culture as a strategic priority
- CHROs and Chief People Officers running culture, engagement, and wellbeing portfolios
- Cross-functional teams operating under sustained change cycles: post-merger integrations, restructures, transformation programmes
- Leadership teams in high-pressure operating environments such as healthcare, defence, and regulated industry
- Organisations running Brené Brown's Dare to Lead programme that want a licensed facilitator with deep performance science background

Audience outcomes

- A working model for culture that names where it gets built and where it breaks down
- Language for linking employee wellbeing and engagement spend to commercial performance
- A method for holding the courageous conversations that team trust depends on, drawn from Dare to Lead

- Approaches for managing human energy and recovery at both individual and team level

Natalie Johnson's 2026 talks & topics

Leading the CultureJourney®

A working account of how culture is actually produced inside an organisation, and how senior teams can shape it on purpose rather than by accident.

Key takeaways:

- A definition of culture as the product of energy, connection, and courage, with examples of how each pillar shows up in daily behaviour
 - The points where leadership behaviour either reinforces culture or quietly erodes it
 - A sequence for moving culture work from one-off initiative into ongoing operating discipline
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Stress: It's Your Superpower!

A reframe of stress drawn from performance science, applied to leaders carrying heavy commercial and emotional load.

Key takeaways:

- The research that overturns the standard “stress is the enemy” framing
 - How to read stress signals as performance data
 - Recovery practices that hold up under sustained pressure rather than collapsing under it
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Courageous Communication: The Inner Game

What it takes for senior leaders to hold the difficult conversations that culture, trust, and team performance depend on.

Key takeaways:

- The internal blocks that stop senior leaders from raising hard issues
 - A method for staging tough conversations so they produce better outcomes
 - How repeated courageous conversation reshapes team trust over time
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Dare to Lead™

A working session in the four skill sets of courageous leadership: rumbling with vulnerability, living into

values, BRAVING trust, and learning to rise. Participants leave with practical tools for tough conversations, deeper trust, and resilience after setbacks.

Key takeaways:

- Practise using vulnerability as a leadership strength, including how to “rumble” through difficult conversations rather than retreat from them
- Clarify personal values and the gap between aspirational and embodied leadership
- Apply the BRAVING framework to build trust and repair it when it breaks down

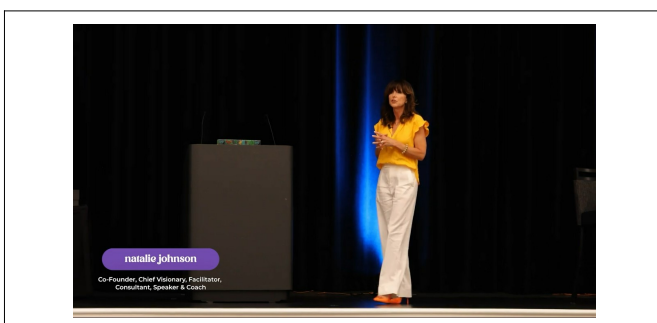
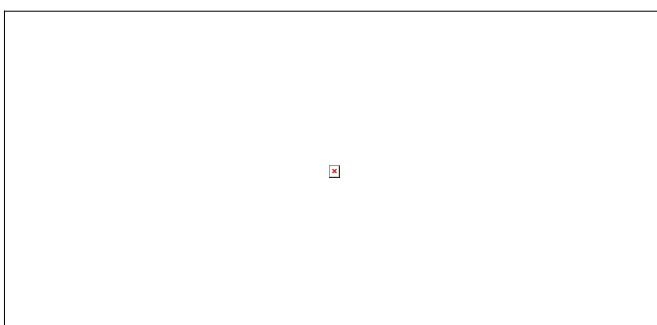
The Energy Shift: Your Competitive Edge in Work and Life

The advantage in modern work is not better time management; it is better energy management. This session takes burnout off the table as a fixed cost of senior leadership and gives leaders a working method for sustaining capacity in themselves and their teams.

Key takeaways:

- The link between energy management, motivation, and sustained performance, drawn from human performance science
- Practical strategies for restoring and protecting capacity across the four energy dimensions: physical, mental, emotional, spiritual
- A reframe of stress as a signal to be read rather than an enemy to be eliminated

Natalie Johnson's Videos



What Natalie Johnson's clients say

most importantly, THANK YOU!! Yesterday's Food for Thought was one for the books and I am beyond pleased with how everything turned out. Our vision to host a thoughtful, insightful, and engaging event came to life in that auditorium. I appreciate your intentionality in sharing your knowledge in the context of our organization and helping Staff to lean in with care to ensure trust/ psychological safety is a priority in our teams and across our organization. I'd call yesterday a win!

Chik Fil A event

I'm still on cloud 9 from our Food for Thought event, and hope you feel good about it too! I realize you have plenty of speaking engagements so you're likely used to the success of them. Please know that this particular event touched the hearts and minds of SO many! I'm still pouring through the feedback data but everything is extremely positive and affirming of the work our team aims to achieve.

Nana Adwoa Boone

Principal Program Lead, Diversity, Equity & Inclusion, Chik Fil A event

Agree all around! It was an amazing event and your level of tailoring to our unique context was apparent and meaningful. I hope we can partner again soon.

Miles McCauley

Principal Program Lead, Diversity, Equity & Inclusion, Chik Fil A event

I was very impressed with the keynote from Natalie Johnson. We are already incorporating some of the recommendations in our patient meetings and presentation. As she spoke I was energized and excited and realized that this information is great for any person with chronic disease. Again, I truly appreciate your Natalie and would love to brainstorm the idea of presenting this to other chronic disease populations. Thank you again.

Kelly

Supervisor , Hospital/Healthcare System

Natalie is very insightful, the information was very well rounded and I value her expertise and her ability to be so personable.

Sylvia

AdventHealth

Natalie was able to relate to my real-life experiences and made the journey more meaningful

Critical Care Nurse, AdventHealth

Natalie was amazing! Very engaging, active listener, provided many relative stories and feedback for us personally

Tiffany

AdventHealth

Natalie was always checking in with us to see how we were perceiving and absorbing the content. She seemed very interested in me and my health. It was very appreciated and made the course even more valuable.

Roberta

Pharmaceutical Companies

Natalie's high energy level was inspiring! She was very passionate and it's contagious!

Rebecca

Investors Group

She was very engaging, knowledgeable and supportive

Alicia

Pharmaceutical Company

Lots of hands on engagement. I left with manageable goals. Makes scientific sense and strategies are applicable and sustainable.

Lisa

Manager, Clinical Services

'I never thought about forms of energy beyond physical – truly life changing, understanding the full extent of my exhaustion is amazing.'

'Loved how open the conversation was and how vulnerable it made me feel. Made me want to be better and improve my emotional space'

WICT – Women in Communications and Technology Leadership conference

After participating in a keynote with Natalie earlier in the year, I knew our company needed to have her lead our leadership team through the material. Natalie engaged with our audience, interacted and lead us through relevant topics that our teams will carry back to their businesses across the country. Choose Courage was just what we needed to share and Natalie melded her material seamlessly with our internal messaging so the flow and content was spot on. Great feedback by our 100+ managers in attendance and all left energized and more prepared to engage with their team members and fellow shareholders with more confidence and courage!

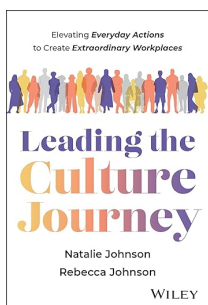
Paladin Capital

Words cannot express how wonderful your presentation was yesterday. I am getting loads and loads of positive feedback from the attendees, including senior leadership. It was exactly what we needed and at the perfect time. Thank you again so much and see you in July.

Billie Lucente-Baker, MBA, SHRM-SCP

SPHR Vice President of Talent Strategy, Premier Health Human Resources

NATALIE'S LATEST BOOKS



Leading the Culture Journey:
Elevating Everyday Actions to
Create Extraordinary
Workplaces

Natalie Johnson's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
Home Country	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Asia Pacific	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Europe	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Middle East & Africa	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
South America	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
United Kingdom	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
US East Coast	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
US West Coast	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Virtual	Under €12000	Under £10,000	Under \$15000