

S H R I N E L O N D O N

The
Winning
Formula

A Leadership Keynote by Claire Johnson

Clarity. Belief. Purposeful action.
A keynote that lasts long after the room empties.

45-minute keynote | 15-minute Q&A | Female Empowerment



Claire with Suzie Wolff - Former racing driver and current F1 Academy Managing Director

The Winning Formula

Discover the Alphafemale Within.

The Winning Formula is a powerful keynote drawn from the core lessons and framework of Claire Johnson's book *The Winning Formula: Discover the Secret to Becoming Alphafemale*. It brings to life the shared themes, challenges and breakthroughs explored in the book, drawing on real stories from highly driven women who have achieved success against the odds.

Many of these women have operated in male-dominated arenas, high-pressure environments, or roles where they were often the first, the only, or underestimated. Through their stories, Claire identified clear patterns: how they stayed motivated through adversity, built confidence and belief over time, developed resilience and tenacity, and intentionally surrounded themselves with people and environments that supported their growth.

At its heart, The Winning Formula is about understanding what truly drives confidence, momentum and personal power and how to cultivate it consistently, even when circumstances are challenging.

Claire reveals those insights as a clear, practical framework that can be applied immediately, to overcome challenges, strengthen belief, stay committed to their goals, and step confidently into the best version of themselves.

Blending real-world stories with practical tools and reflective insight, the keynote helps people move beyond self-doubt, comparison and hesitation, replacing them with clarity, belief and purposeful action. The result is not just inspiration in the moment, but a deeper sense of empowerment and confidence that lasts long after the keynote ends.

Three forces that shape the Alphafemale within.



01 MOTIVATION

Staying driven when progress feels slow.

Success is created via momentum, not by waiting for motivation to appear, but by creating conditions that keep it alive. Claire shows how to break obstacles into manageable steps and keep moving forward with confidence and intent, even when the pace is uncertain.

02 BELIEF

Building confidence that holds under pressure.

Confidence is not a mood; it is a practice. Claire draws on the patterns she sees in resilient women to show how to build emotional strength and the mindset required for perseverance, replacing self-doubt and comparison with clarity and conviction.

03 SUPPORT

Surrounding yourself with what helps you grow.

The environments and relationships you choose determine how far you travel. Claire shares how protect energy, create boundaries and support systems that fuel growth rather than drain it and how to step into your identity without apology.



What your audience will leave with.

01 A practical framework for overcoming challenges

Break obstacles into manageable steps and keep moving forward with confidence and intent.

02 Sustained motivation and commitment

Understand how successful women stay driven through uncertainty, setbacks and self-doubt.

03 Stronger confidence and belief

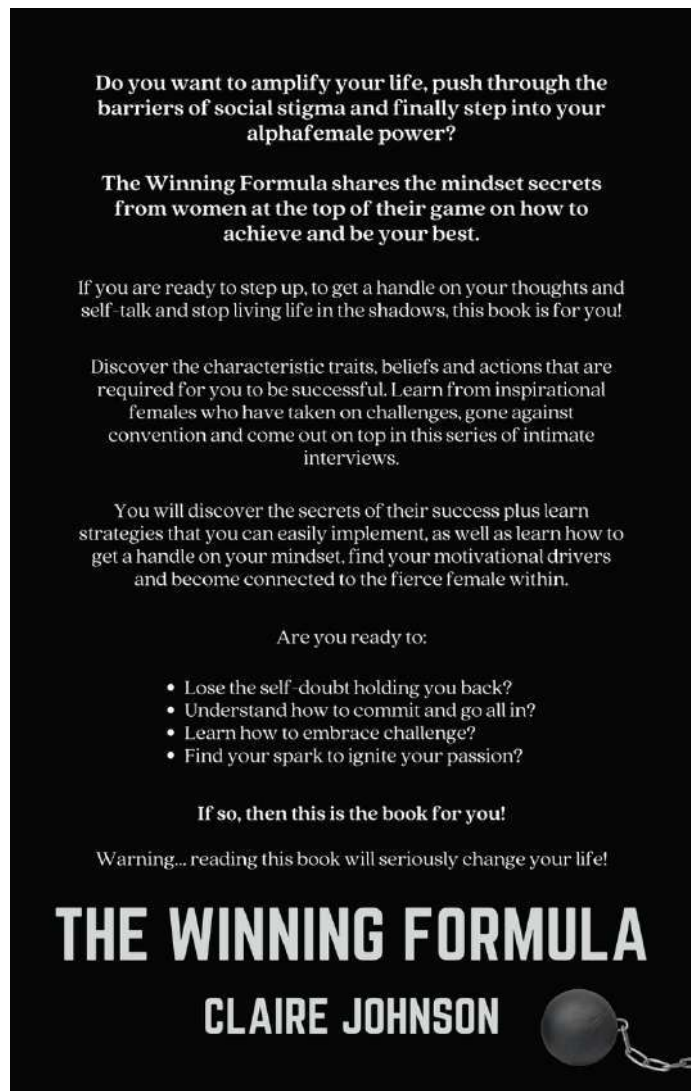
Build the emotional strength and mindset required for perseverance and resilience.

04 The right team and support system

Create environments, relationships and boundaries that support growth rather than drain it.

05 Feeling empowered to be your best self

Step into your identity with confidence, clarity and courage, without apology.



The Winning Formula

Discover the Secrets to Unleashing Your Alphafemale.

The book that inspired the keynote.

The Winning Formula began with a question as Claire kept seeing capable women, hold themselves back, hesitate and have self-doubt. The book draws on interviews with highly driven women who built careers in male-dominated industries, high-pressure environments and roles where they were often the first or the only.

What emerged were not stories of luck or natural confidence, but clear, repeatable patterns, how they rebuilt belief after setbacks, and designed the support systems that allowed them to keep moving forward.

The Winning Formula brings those patterns into a practical framework any woman can apply immediately.

IDEAL AUDIENCES

Where this keynote lands.

- Women's Networks and Corporate Women's Events
- International Women's Day
- Leadership & Development Programmes
- Entrepreneur Communities
- Education & Community Groups
- High-Performing Female Teams

WHY CLAIRE



Belief, Confident, Empowered.

Claire Johnson leads Leadership Development and Keynotes at Shrine London, working directly with business owners, leadership teams and organisations to strengthen leadership capability, communication and decision-making. She created Direction VII, Direction Continuation and Direction Corporate to address the gap she kept seeing in her work with leaders: capable, experienced professionals who had all the competence but could not see it from the inside.

Her background is unusual. Claire is the only female performance coach in motorsport history to hold an active racing licence. That experience, making precise decisions under extreme pressure, is the foundation of everything she brings to the leaders she works with. It shapes how she thinks about composure, clarity and the discipline required to operate with authority rather than reactivity.

Claire is the author of three books on leadership and personal development, including *The Winning Formula*, and speaks internationally on leadership and performance under pressure. Her keynotes combine warmth with clarity, inspiration with action, and empowerment with real-world application.

Outside of Shrine, she is an award-winning figure competitor, qualified nutritionist, strength and conditioning coach, a proud mum and a lifelong petrol head, bringing the same discipline, energy and focus to life that she brings to her work.

A keynote for women who want to feel empowered, capable and confident.

S H R I N E L O N D O N

Begin the conversation.

This keynote is introduced after an initial conversation where we understand the audience, the room, and the moment in the programme where it will land.

C O N T A C T

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