CHOOSING EMOTIONS

Thinking with Your Head and Acting with Your Heart

D. Earl Johnston



Keynote Speaker, Author, and Podcast Guest
Emotional Literacy | Leadership | Life Insights

Private equity executive, testifying expert, and former world champion sailor D. Earl "Doug" Johnston researched 2,500 years of leadership history to map 272 emotions through 8,000 phrases and quotes from 1,800 contributors from all walks of life. The result is ***Choosing Emotions****, the first-of-its-kind 'emotionary' which provides the vital advantage of helping you put words to your feelings.*

"Say it to weigh it. Then name it and claim it to tame it."

SIGNATURE TOPICS

There are 272 Emotions – Not Just 12
Why most people have only 6-12 "go to" words for how they feel – and how it costs them

Emotions Represent the 'Gears of Life'
Just as a cyclist shifts gears to meet changing terrain, we can choose different emotions to meet the circumstances of life.

Why Naming an Emotion Out Loud Changes How You Manage It
Research by bestselling psychologist Ethan Kross, PhD and by bestselling traumatologist Bessel van der Kolk, MD show that we benefit from *looking at* an emotion and not being *stuck in it*, and that even when trauma overwhelms us, relief emerges when we find the words to fit what happened.

Emotions are Foundational to Reason
Emotions are essential and not noise. Research by neuroscientist Antonio Damasio, MD, PhD, psychologist Jonathan Haidt, PhD, and Nobel laureate Daniel Kahneman, PhD supports that most people have this backwards.

The Heart is the Chair of the Board
How the heart and head manage emotions together, with the head as CEO and the heart as the Chair.

SUGGESTED INTERVIEW QUESTIONS

1. How does a private equity executive and world champion sailor end up mapping 272 emotions?
2. Tell us about a moment, in an M&A or private equity deal, when naming an emotion changed the outcome.
3. What actually happens when you name an emotion out loud?
4. After nine years and 8,000 phrases and quotes, which emotions surprised you most, and why?
5. What does it mean for the heart to be the Chair of the Board?

Free for listeners: a printable list of all 272 emotions and emotional states at **www.choosingemotions.com/272**

AS SEEN AND HEARD ON

Print & Online: Authority Magazine (Medium) feature interview: "5 Ways Empathy Will Affect Your Leadership"
Podcasts & Radio: Listening with Leaders | Spirit Gym with Paul Chek | LA Talk Radio | Over 50 podcasts and radio
Television: Bloom TV | NTD-TV
Praise: "Speaker of the Year" - Youth Business Alliance

THE BOOK

376 pp., Edited, with Indices. December 2025.

BOOKING & CONTACT

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