Jason Milen

Keynote Speaker



Helping Organizations Achieve

Predictable Revenue.
Scalable Growth.
Legendary Results.

Jason Milen is a keynote speaker, workshop facilitator, and business leader who has spent his career proving that playing it safe is usually the riskier move.

As third-generation owner and CEO of Jax Kar Wash, he led the calculated risks that rebuilt his family's business around a membership model, with results his own accountant made him double-check. Yes, they held up.

Today, through Milen Growth Partners, he helps leaders take calculated, non-terrifying risks on customer experience, membership, loyalty, or the idea they've been sitting on for two years.

On stage, he brings real stories, a sharp sense of humor, and 18 years of Aikido, which he insists is just business strategy with better posture.

Event organizers and clients know him as exceptionally easy to work with — no Aikido required.

9 → 34	216 → 6,000+	$21M+
locations	members per location	in annual recurring revenue

Planning an event? Let's talk!
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INNOVATION KEYNOTE

The Cost of Standing Still

How calculated risk drives profitable growth

The decision that feels safest may actually be the biggest risk you're taking.

Most leaders can tell you to the dollar what a new idea might cost if it fails. Almost none can tell you what doing nothing is costing them right now. The decision that feels safest may actually be the biggest risk they're taking.

In this keynote, Jason shares how his family built, lost, and rebuilt a multi-location business — and how the risk they avoided cost them millions, while the risks they embraced transformed their company.

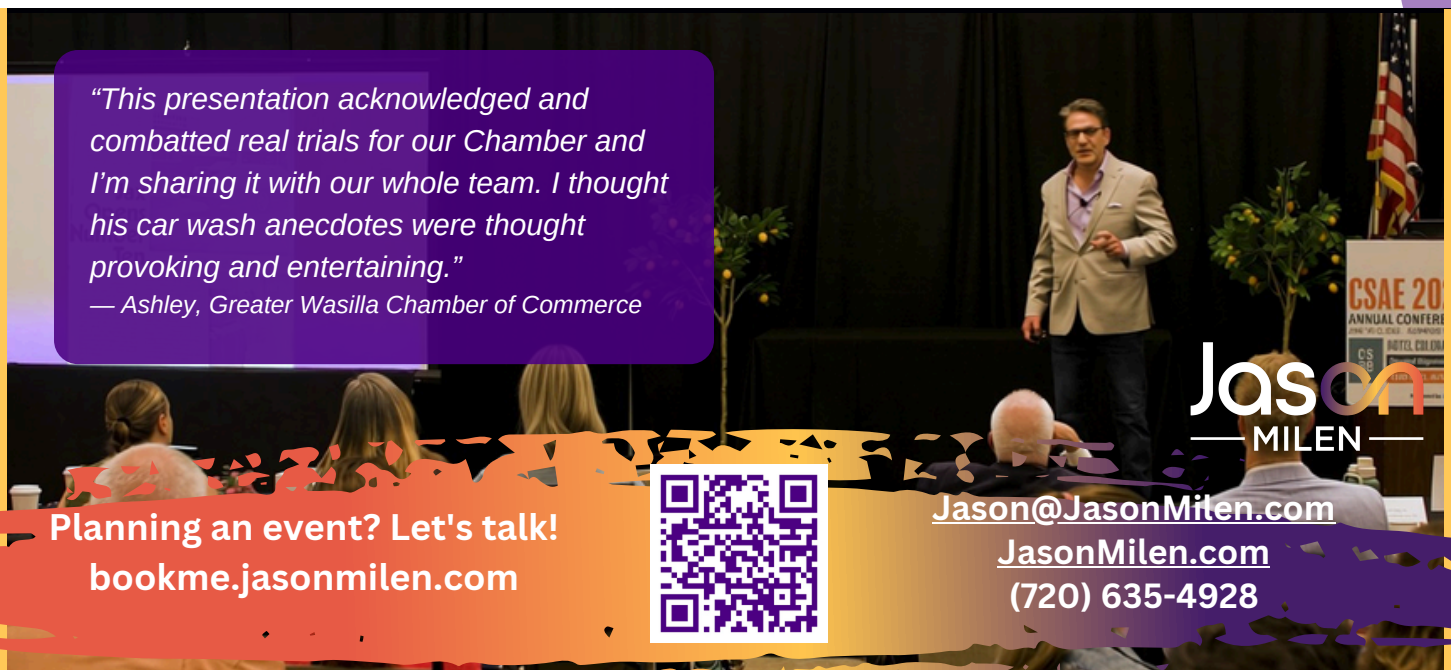
Paired with the stories of Kodak, Fujifilm, and JCPenney, this talk makes the case that the answer isn't avoiding risk or taking it blindly. It's taking it with a system.

Audiences leave with the B.E.T. Framework — a practical system for taking calculated risks without gambling blindly — and the confidence to try one new thing tomorrow.
Key Takeaways:

- **The Cost of Standing Still:** Measure what inaction is costing you, not just what change might cost.
- **Where to Start:** Locate the small problem causing outsized pain — the smartest place for your first bet.
- **Get Buy-In Faster:** Use a pre-mortem to answer your board's and team's objections before they raise them.
- **Blueprint, Experiment, Transform:** Prove it on paper, pilot it small with a kill number, then scale only what works.

For associations, franchises, and leaders ready to grow without betting the business.

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