



Keynote Speaker



Helping Companies Achieve

Predictable Revenue. Scalable Growth. Legendary Results.

Business leader and growth architect Jason Milen transforms organizations by helping them achieve predictable revenue, scalable growth, and legendary results. As third-generation owner and CEO of Jax Kar Wash, he transformed its membership program—driving over 4,400% growth—and expanded the business from 9 to 34 locations. He went on to found Milen Growth Partners, where he advises businesses on calculated risk-taking, customer experience, membership programs, and loyalty strategy.

A lover of dogs, yoga, and martial arts, Jason brings a grounded presence, a sharp sense of humor, and a genuine belief that leadership needs more laughter. Event organizers and clients know him as exceptionally easy to work with.

Book Jason to speak at your next event!

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Keynote

Unavoidable Risk: Stop Defending, Start Building

Why Playing It Safe Is Killing Innovation — And What To Do About It

Most leaders believe they're protecting their business by playing it safe — but they never count the cost of what they're not doing. The invisible price of inaction is often far greater than the risk of trying something new.

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

Paired with cautionary tales from Blockbuster, Kodak, JCPenney, and Quibi, and success stories from CVS Health, Domino's, Fujifilm, and Crocs, this talk makes an undeniable case: risk avoidance is the most dangerous bet leaders keep making.

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 Hidden Cost of Safety:** Discover why "playing it safe" is often the most expensive gamble a leader can make.
- **The Invisibility of Inaction:** Learn to identify the silent value erosion that occurs when organizations stop evolving.
- **Fail Forward Fast:** Shift your culture from fearing mistakes to treating every experiment as a high-value learning opportunity.
- **The B.E.T. Framework:** Walk away with a practical 3-step system (Blueprint, Experiment, Transform) to replace fear with calculated, scalable growth.

Ideal for organizations ready to accelerate growth and rethink how they approach risk.



Keynote

From Like to Loyalty

Cultivate Lasting Relationships, Connection, and Loyalty for Predictable Growth and Profitability

Most businesses don't fail because they lack hard work or great ideas. They fail because they build models that rely too much on constantly getting new customers—without securing the ones they already have.

Instead of structuring value strategically, and instead of building relationships, they focus on selling transactions—and that leads to unpredictable revenue and high customer churn. This causes operational chaos, where leaders are constantly reacting instead of scaling strategically.

The difference between businesses that thrive with consistent and predictable revenue versus those that struggle isn't luck—it's creating loyalty. The ones that win don't just sell better; they create a community where the customers just can't leave. They take their customers from liking them, to loving them, and finally to being loyal to them. This is where Jason's **Like → Love → Loyalty** ladder comes in.

By the end of this keynote, you will be able to:

- Structure value in a way that drives retention, not just sales
- Pull the levers that make customers want to stay—and keep paying because they are loyal
- Build a model that fuels growth predictably and sustainably
- Make your next move toward building profitability through community

Ideal for organizations ready to accelerate growth and rethink how they approach customer experience.



Jason — MILEN —

Keynote Speaker



WORKSHOPS

Don't stop with the keynote! Jason offers the following workshops tailored to your specific needs.

THE RETENTION ENGINE ● *LOYALTY BY DESIGN* ● *CUSTOMER JOURNEY MASTERY*

Available in ½ day, 1 day, or 1 ½ days.

Details at JasonMilen.com/workshops

TESTIMONIALS

"Working with Jason has been nothing short of magic for my business. In just 6 days, we saw a 200% increase in new member sales. Jason truly sees you, supports you, and brings out the best in your vision. If you're lucky enough to work with him, your business will transform and you might walk away with a new friend for life."

- Kelsey Gallery
Co-Founder, YoGallery Wellness

"We really need speakers like Jason who can communicate with us, drive that home, and help us know what to do to get customers to be loyal to us."

- Rob H.
North America MT President

"I thought about Jason's keynote for days, and referred him for another event. I look forward to implementing his methods into my business."

- Dawn P.
Attendee

REACH OUT!

I look forward to meeting with you to learn how I can help make your event a smashing success!

You have my word that working together will be easy – fast, clear communication, flexibility and reliability.

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