

FROM THE COCKPIT TO THE BOARDROOM

BUILD A BUSINESS THAT DOESN'T NEED YOU EVERY DAY.

*Are You Flying the Plane...
or Running the Airline?*

PILOT • ENTREPRENEUR • LEADER • KEYNOTE SPEAKER • AUTHOR

Mike DeJong

Helping business owners build companies
that create freedom, not dependence.



40

YEARS FLYING

MULTI-UNIT

FRANCHISE OWNER

2

SEVEN-FIGURE
EXITS

HUNDREDS

OF BUSINESS LEADERS
SERVED

TEDx

LICENSEE &
ORGANIZER

MY JOURNEY

- Pilot**
Trained to make split-second decisions
- Business Owner**
Launched and grew multiple 7-figure
- Franchise Builder**
Built and scaled multi-unit franchise operations.
- Turnaround Expert**
Transformed underperforming locations into top performers.
- Keynote Speaker**
Help leaders apply aviation lessons to business.
- Author**
Sharing proven frameworks that create freedom.

PROVEN RESULTS

Built Wisconsin's first



and grew it into one of
the region's top-
performing bakeries.

71%

Above the
Franchise Average
for Opening
Revenue

-12%
TO
23%

Turned a struggling
franchise location
from a 12% loss to a
23% profit in less
than 12 months.

MULTIPLE
SEVEN-FIGURE
BUSINESSES
BUILT

BUILT
BUSINESSES
THAT DON'T
DEPEND ON
OWNER



AUTHOR OF 3
BOOKS

PROUD PARTNER. TRUSTED LEADER

TONY
ROBBINS
PLATINUM PARTNER



BUSINESS FLIGHT REVIEW FOR BUSINESS GROWTH

A proven framework inspired by aviation. Designed for business.



01 PRE-FLIGHT: DIRECTION

Clarify where you're going, why it matters, and what must be true before you add speed.

Where are we really going?



02 TAKEOFF: MOMENTUM

Build early traction with focused priorities, clear roles, and disciplined execution.

How do we get moving?



03 AUTOPILOT: SYSTEMS

Create repeatable processes, scoreboards, and handoffs that free your business from dependence on you.

How do we make it repeatable?



04 TURBULENCE: LEADERSHIP UNDER PRESSURE

Make clear decisions, communicate fast, and lead your team through uncertainty before small issues become emergencies.

What do we do when things go wrong?



05 CRUISING ALTITUDE: SCALABLE FREEDOM

Grow without losing culture, cash flow, or your sanity, so the business creates options, not obligations.

How do we scale without burnout?

THE OPERATOR TRAP

How to Stop Running Your Business Like a Job and Start **Flying** It Like an Owner

Most business owners become the biggest bottleneck in their own business. In this keynote, Mike shares a practical framework for building systems, developing leaders, and creating a business that **delivers freedom** instead of dependence.

KEY AUDIENCE TAKEAWAYS

- ✓ Discover why every business owner eventually becomes the bottleneck.
- ✓ Learn the five-stage Flight Review Framework.
- ✓ Identify your leadership archetype.
- ✓ Build systems that reduce owner dependency.
- ✓ Leave with practical actions you can implement immediately.

LET'S FLY
Book Mike To Speak

✉ mike@mikedejong.com

🌐 mikedejong.com



WATCH MIKE IN ACTION

Scan to watch Mike's
Speaker reel

