

# International

# Motivational Speaker

Jay Allen



## Jay Allen Bio

Jay Allen is a 2 x Global Entrepreneur 'Big Impact to Business' Award Winning Keynote Speaker (Kauffman Institute of Entrepreneurship) Listed on the UK 'Clear Business Thinking' POWER 100 (Smith & Williamson).

Having originally studied, Psychology with an interest in communication and Human Behaviour, Jay transferred to Medicine in order to join the British Army.

More than 12 years later, and having served in Northern Ireland, The Gulf, Bosnia, Kosovo, East Timor, Sierra Leone (to name but a few) he was certain he had a career for life!

However, a series of 'incidents' saw Jay medically discharged diagnosed with PTSD in 2003.

Rather than use this as an excuse to 'give up', Jay has used it as a reason to 'Step up' and has gone on to work at boardroom level with 2 major supermarkets, and in change management within the NHS. Before branching out as an Entrepreneur.

In the past 10 years, Jay has either bought, acquired or set up 4 of his own businesses, employing more than 30 people, before exiting to concentrate on his speaking career.

'Falling' into public speaking quite by accident in late 2011, it was quickly evident Jay was a natural. Initially speaking to raise awareness (and funds) for a National Charity (Supporting Veterans suffering Mental Health issues as a result of conflict) He has gone on to WOW businesses audiences, across the UK, Europe and the Middle East.

A professionally published business author of the books 'Battlefield2Boardroom' and 'The Road2Utopia' he spent almost 4 years studying BUSINESS FAILURE! "You can always learn more from failure than you will from success" he advises.

## Jay Allen Bio

From this, he identified 3 major FLAWS that were prevalent to their eventual downfall. All of which were known to the businesses but ignored! After sharing this research with UCLAN University, he chose to survey more than 100K SME businesses to determine if and when these flaws first arise, only to find at least 1 of the 3 present in more than 80% of the study group!

Having most recently studied 'Blue Ocean' Strategies, Jay is a highly motivational, inspiring and thought-provoking speaker, working with both C-Suite and Business Owners, to learn, review and consider the 3 flaws, and to think differently about the future growth of their businesses.

He has devised a self-assessment checklist for Business Owners, which to date has been attributed to 7 of his clients being National Finalists in the Entrepreneur of the Year awards! (3 Winners within their specific category)

With a keynote entitled "**Get BIG or Go Home**" Jay is the registered founder and Author of the **#ADDAZERO** Business Challenge. Jay has made it his mission, to share the research findings and inspire more than 1,000,000 business owners to think differently in order to significantly and sustainably **SCALE** both them and their businesses.

With clients in the UK including the Home Office, the MoD, Manchester Police, The National Housing Association. And clients further afield including Hitachi, Budweiser, Lutron Electronics. **Jay is a speaker who under promises, and then MASSIVELY over delivers.**

Simply [CLICK](#) to [CONTACT](#) Jay now

## Keynote Content

### Get BIG or Go Home

Business owners don't set up in business to "DO OK" they set out with a plan, a mission, a goal. And yet, only 1% ever SMASH their original goals, and less than 6% achieve them! Why is that?

This informative, well researched and inspirational Keynote, (delivered over either 45min, 60min or 90min) demonstrates what causes more than 80% to 'settle for mediocre' along the way, and challenges them to get back to their original goal and mission.

As a former Rapid Deployment Solider, Jay brings a sense of urgency, motivation and comparison like never before. He quickly re-ignites the FLAME within the bellies of the audience, and shows them a clear way, to inspire a workforce to engage like never before.

*Allen's 'Get Big or Go Home' Speech was exceptional. He was as magnanimous on stage, as we were in theatre.*

*A truly inspiring, invigorating and moving keynote, that captivated the audience within seconds, and had them transfixed as he moved them from a place of uncertainty, to a place of absolute certainty, confidence and desire to make it happen.*

— Maj. Gen. J Rowan  
Deputy Chief General Staff - MoD London

*I've had the pleasure and privilege to hear Jay speak on more than one occasion, and to a significantly varied audience.*

*And yet on each occasion, he has the unique ability to tailor his presentation, to both the audience and desired outcomes of the event, and as such has such an exceptional impact on the audience, for long after he has exited stage.*

*I've seen many national and international speakers in my career, and Jay is up there with the best of them.*

— Emma Smailes  
National Events Coordinator - Federation of Small Businesses

# Contact details

Email: [Jay@JayAllen.uk](mailto:Jay@JayAllen.uk)

Telephone: +44 1904 599 067

## Social Media

LinkedIn: [www.linkedin.com/in/jayallen-mytruenorth/](http://www.linkedin.com/in/jayallen-mytruenorth/)

Twitter: [www.twitter.com/JayAllenUK](http://www.twitter.com/JayAllenUK)

Facebook: [www.facebook.com/JayAllenUK](http://www.facebook.com/JayAllenUK)

