

Jay Allen

*Scale & Exit Mentor to
Conscientious Business Leaders*

*Jay Allen helps
accidentally successful
business owners escape
founder-dependency,
create more time and
bandwidth, and build a
business that can scale
and eventually exit —
ethically, sustainably, and
without burnout.*



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ABOUT JAY

Jay Allen is a former British Army medic, multi-award-winning business mentor, and founder of My TrueNORTH — The Ethical Coaching Company. He's helped hundreds of UK SME owners break free from founder-dependency and build businesses that scale without consuming their lives.

Jay hosts The Accidental Business Owner Podcast, speaks internationally on ethical leadership and operational freedom, and developed The Freedom Technique — a process designed to give overwhelmed owners clarity, control, and a plan in just 90 minutes.

With two global awards in business ethics and over 400,000 entrepreneurs reached worldwide, Jay brings real-world experience and no-nonsense practicality to every interview.

SUGGESTED INTERVIEW TOPICS

(Full list in section 3)



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SIGNATURE TALKING POINTS

- Why so many business owners feel trapped inside their own success
- The founder-dependency trap, and how to escape
- How to scale ethically without burnout
- Preparing a business for exit long before it feels necessary
- The truth about legacy planning for SMEs

AUDIENCE TAKEAWAYS

- Clarity on what's really holding their business back
- A simple framework to free up time immediately
- The difference between "working harder" and "working smarter"
- The roadmap to scale without adding stress
- How to build a business that they can one day sell

LINKS

Podcast: <https://creators.spotify.com/pod/profile/mytruenorth/>

LinkTr.ee: [**linktr.ee/MyTrueNORTHUK**](https://linktr.ee/MyTrueNORTHUK)

Assessment: <https://mytruenorth.club/bfa>

BOOK JAY

[**https://calendly.com/mytruenorth/speaker-enquiry**](https://calendly.com/mytruenorth/speaker-enquiry)



TOPIC LIST

CATEGORY: FOUNDER DEPENDENCY & OPERATIONAL FREEDOM

- The Five-Star Prison: Why Successful Business Owners Secretly Feel Trapped
- Why Delegation Fails, and What to Do Instead
- The Freedom Technique: Create Time & Bandwidth in 90 Minutes

CATEGORY: ACCIDENTAL ENTREPRENEURSHIP

- Built by Mistake, Scaled by Design: The Rise of the Accidental Business Owner
- Why 91% of Managers Aren't Trained — and How It's Costing SMEs Billions
- The Myths That Keep Entrepreneurs Overworked (and How to Break Them)

CATEGORY: SCALING & SYSTEMISATION

- How to Systemise a Business That Lives in Your Head
- The Three Flaws That Kill Scale (and How to Fix Them Ethically)
- What Got You Here Won't Get You There — And What Will

CATEGORY: EXIT, LEGACY & REAL ASSET VALUE

- How to Build a Sellable Business — Even If You're Not Planning to Exit
- Legacy Thinking for SMEs: Increase Value Before You Need To
- The Sustainable, Ethical Approach to Scaling & Exiting a Business

Testimonials

Don't just take my word for it

Here are but a few examples of other shows Jay has already spoken on, and a few kind words from those he has worked with.



OTHER APPEARANCES

Expert Empires - How to #ADDAZERO

Host: Nick James

BBC interview - Fusion

Coach Podcast — Ethical Business Leadership

Host: Teresa Brooks (Coach Magazine)

The Inquisitor Podcast - Spartans, Ready your breakfast and eat hearty, For tonight, we dine in hell

Host: Marcus Cauchi

The Henri Ghijben Show - The Good, The Bad, and the Ugly of Business Partnerships

Quest for Excellence Podcast — "80% of Business Owners Are WRONG About EVERYTHING"

Host: Martin Lee

Meet The Owner Podcast — From British Army medic to serial entrepreneur.

Host: Scott Miers

Entrepreneurial Dynamite Podcast - Tenacity in the face of Adversity

Host: Simon Davies

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