

[BUILT]



LEADERS ARE
BUILT
NOT BORN

Matt Gijertsen

www.builtleaders.com

Hi, I'm Matt



Matt Gjertsen is a graduate of the United States Air Force Academy and former Air Force Instructor Pilot with 2500 flight hours. After leaving active duty, he spent over 4 years leading the training and development team at SpaceX before founding BUILT in 2021. Matt has continued his career in the U.S. Air Force Reserves as a Lt. Colonel supporting Space Systems Command.

Matt's 20 years of experience working with and leading high performing teams all over the world has given him a unique perspective on what it takes to lead teams in this ever changing world. He has previously shared these lessons with organizations like the XPRIZE Foundation, Lockheed Martin, and NASA.

He and his team and BUILT are now on a mission to train better managers, build better companies, and create a better world.



KEYNOTES

WHY WE NEED MINIMUM VIABLE MANAGERS

In this eye-opening session, Matt Gjertsen confronts one of the most overlooked crises in today's workforce: the widespread failure of managers to actually lead. Drawing on recent Gallup data and the research behind his book *Minimum Viable Manager*, Matt makes the case that the bar for effective leadership has never been lower and the cost of that gap has never been higher. More importantly, he shows why technical professionals are exactly the people we need stepping into leadership roles, and gives them a practical framework to do it well from day one.

START LEADING FROM FIRST PRINCIPLES

In this fundamental rethinking of what it means to be a leader, Matt Gjertsen provides an approachable framework for engineers, technical professionals, and high performers who aren't sure if leadership is for them. Drawing on his experience as a U.S. Air Force instructor pilot and Head of Training & Development at SpaceX, Matt distills leadership into three core principles that anyone can measure, practice, and act on immediately.

LEADING AT THE SPEED OF CHANGE

In this dynamic exploration of what separates thriving organizations from struggling ones, Matt Gjertsen reveals the three cultural attributes that allow certain companies to not just survive change — but use it as a competitive advantage. Drawing on 20 years of experience in two of the most demanding, fast-moving environments on the planet, the U.S. military and aerospace startups, Matt brings real-world examples that show exactly how the world's most adaptive organizations operate differently.

LEARNING AT THE SPEED OF CHANGE

In this practical and immediately actionable session, Matt Gjertsen challenges individuals and organizations to move beyond passive learning and train with the same rigor as elite athletes, military units, and the world's highest-performing teams. Drawing on experience across the U.S. Air Force, SpaceX, and competitive triathlon, Matt shows how the best organizations systematically build the capabilities they need to stay ahead and gives every attendee the tools to do the same.



WHAT PEOPLE SAY

"Extreme knowledge and experience in our industry with top-notch facilitation skills and impactful, relevant, action-oriented content. I've received several ad hoc follow-ups from our attendees where they commented on the value of the learning experience. I would 100% recommend Better Every Day Studios to my friends and professional network."

-Jacob Bamattre, Director of Talent Development @ Vast

"XPRIZE loves working with Matt and his team at Better Every Day. They've created tailored workshops on our company values and hiring and interviewing. It is a pleasure working with such an efficient, expedient and knowledgeable team. I highly recommend Better Every Day!"

-Kathy Mandato, Chief People Officer @ XPRIZE Foundation

"Are you interested in messing around? No? Then go with Matt and his team. Better Everyday has set the standard for how training vendors align with our business. They are flexible, incredibly attentive, and know how to work independently to get the work done right. There's only 5 stars to give but I would 10 out of 10 recommend."

-Eamonn Powers, Manager of Network Training @ Bombardier

"I recently completed a project with Better Every Day Studios and cannot recommend them enough. The project was executed flawlessly with every deadline being met resulting in a polished final product my team is proud to roll out. Matt and his team were amazing to work with and I particularly appreciated the timely updates, project check-ins and thought leadership provided. Solid team, solid final products."

-Kelly Simpson, Director of Talent Development @ SOLV Energy

SKYRYSE

STARZ

mission
CLOUD

LOCKHEED MARTIN 

EPIRUS 

HADRIAN


IMPULSE
SPACE