



Report for William Dubois at KTTN

Region: Awards Consideration (includes report card)

Below is a summary of scores and feedback from all the usable evaluations which were submitted for you during the 2026 Flight Training Experience Award application period. Many flight training providers receive exceptionally high scores so we also share with you the distribution of the overall aggregate scores for comparison.

1. Eligibility

To be eligible for an award, you needed to receive at least 5 unique evaluations, each at least 80% complete

A survey response was considered 'usable' if the respondent answered at least 80% of the questions required for scoring.

A CFI was considered 'eligible' for an award if they received at least 5 unique, usable responses.

Average scores were based on all usable responses received and have been rounded where necessary.

Your percentile rank was calculated by comparing your score to scores of all other (nominated/eligible) CFIs. Percentile ranks were calculated at both national and regional levels and may have been rounded.

Your performance (percentile rank) compared to all other eligible CFIs in your region was one of many factors that informed award decisions.

You received 21 evaluations.

2. Free Responses

At the end of each evaluation, we ask the following open-ended question:

Why should or shouldn't your CFI win a Flight Training Experience Award?

3. Individual Overall Scores & Responses

Total Score	Student Review
90.00	Just like the title suggests, he was able to turn my flight training into an experience like no other. His efforts into the curriculum he teaches go much deeper than the surface. His lesson delivery mixed with the unmatched sense of humor kept me engaged each and every second of the lesson.
74.00	This instructor should win a flight training experience award because he always went over the top in the classroom and outside of it to make sure we had the resources as well as to answer any questions we had. We also spent five weeks in ground school with him and he did a great job with giving us a real world scenarios as well as the knowledge needed to pass my CFI check ride, which I just did.
88.00	As manager of Admissions and enrollment for Infinity Flight Group, I come across so many people who wants to become a pilot and learn more about the industry. William is someone I always like to have in a room because not only the way how he teaches and mentor, but always how he inspired and motivate people. He is very passion about what he does and always whiling to pass his knowledge and wisdom to the next generations. I hope he will Win this award so he can be more motivated and keeps pushing to help the new aviators.

	William is truly the most exceptional ground instructor I've had thus far in my flight training career (and I'm almost done so...I've had a few). He is organized and thorough and thrives in a small group discussion teaching environment - I'm sure he's great at larger lectures as well I just have not experienced him in a lecture setting. His instruction style is casual yet completely professional. He is very intuitive with where his students are excelling or may be struggling and tailors his lessons moving forward based off the needs of the group. I only had the privilege of being in his CFI ground school but I have no doubt he brings the expertise and enthusiasm to any course he teaches, we are lucky to have him at Infinity. As aforementioned he is the best instructor I've had thus far and I've never even stepped foot in a plane with him!
87.00	
90.00	William is a font of information. He presents his information in a very engaging way to the students. He uses a variety of teaching techniques to make sure all his students understand the goals of the lessons. Further, William is an excellent mentor to the students he teaches.
88.00	William is the kind of instructor every flight school hopes to have. He is deeply passionate about teaching and genuinely invested in his students' success. His love for aviation education is unmistakable in every class he leads. He routinely gives his time before and after lessons to answer questions, offer advice, and mentor those who need extra guidance, often long after the day has ended. What truly sets William apart is his ability to connect. Despite being twice the age of most of his students, he's completely in tune with their world, from the latest technology and trends to the sayings, and humor that resonate with them. That relatability makes him "one of the crowd," and his classroom feels more like a collaborative learning community than a lecture. His masterful storytelling, energy, and authenticity make even the most complex or dry material engaging and memorable. Beyond academics, William cares about his students as people. He recognizes potential, senses when someone is struggling, and takes the time to help them find their footing. His dedication, empathy, and gift for communication make him not only an outstanding instructor but also an invaluable mentor and role model. For these reasons and many more, William exemplifies the spirit of excellence that the APOA Instructor Award represents.
90.00	I am honored to nominate Mr. William DuBois for the 2026 Flight Training Experience Award. While this award is most often presented to flight instructors, Mr. DuBois's contributions as an Aviation Ground Instructor exemplify the very qualities this recognition is meant to celebrate – excellence in teaching, passion for aviation, and a profound impact on student success. Mr. DuBois brings unmatched enthusiasm, expertise, and professionalism to every class. His ability to make complex concepts engaging and approachable fosters a deep understanding of aviation principles and inspires confidence in his students. He is not only passionate about aviation, but also about the people learning it – ensuring that each student feels supported, challenged, and motivated to reach their full potential. The lasting effects of his instruction are evident throughout the program. Students consistently praise his classes as one of the most enjoyable and informative parts of their training experience. Moreover, when those same students advance to become flight instructors, they demonstrate exceptional knowledge, professionalism, and teaching skill – a direct reflection of the foundation Mr. DuBois has built. Mr. DuBois's dedication, depth of knowledge, and commitment to excellence elevate the entire training environment. He has set a standard for what ground instruction can and should be, and his influence extends to every successful pilot who passes through our doors. For these reasons, I believe Mr. DuBois is a truly deserving recipient of the 2026 Flight Training Experience Award.
90.00	Mr. Dubois should absolutely win a Flight Training Experience Award! I had the privilege to learn from him during CFI Training. From day one, clear goals were set in place in order for us to succeed in both our check rides, and real world flight training with new students. His immense background knowledge on subjects paired with relatable and interesting scenarios created a fun and educational training environment. Every lesson of his prompted higher level thinking both during the lesson and the debrief, allowing for a better retention of knowledge. I feel honored to have the privilege of being in his class, and I will continue to be reminded of his teachings as I progress in my own aviation career as a Flight Instructor.
87.00	The love he has for aviation fuel is dedication has a ground instructor. Full of detailed and humorous presentation he know how to catch the student attention, and make him motivated, with a clear sense of the objective to come
88.00	Mr. Dubois aka Uncle Will has have a huge impact into my flight training. His wealth of knowledge and experience fuels us as students and gets us prepared for both the training environment and the outside world. I've never had a ground instructor with so much knowledge and teachings, and he's been a huge impact towards my aviation career and success.

	Mr. Duboi is the essence of our flight school. He is the most knowledgeable, hardworking and helpful instructor I have ever met. Not only does he go above and beyond for the students but he's willing to help and answer questions on his off time.
88.00	There is something that really stuck with me from Mr. Duboi- I have now asked him 3 questions off topic from our class subjects and he remembered what they were and took from his personal time to find me and give me answers that no other instructor had answers to. He is the representation of truly passionate instructor and one that pays attention to detail.
90.00	I believe Mr. Dubois is very deserving of this award. He is the embodiment of a great flight instructor. He pursues aviation safety in every lesson and makes everyone a safer pilot. He is a great teacher and truly cares about his students' success. He consistently goes above and beyond and makes learn engaging and fun.
88.00	William Dubois (or Uncle Will as he's known to his CFI students) definitely deserves this award. His teaching style shows a really strong understanding of the FOIs. Every lesson had purpose and built on the last in a way that kept me motivated and actually learning, not just memorizing. By the time we got to the last lessons, everything he had taught us had correlated completely and made sense why he taught the way he did. He doesn't just talk about the FOIs, he lives them in how he teaches. Shout out to Uncle Will! :
72.00	He is a good instructor. He helped me become a CFI.
83.00	While I'm now a colleague of William at Infinity Flight Group, he was my ground instructor for my CFI training, so I can truly speak to his attributes. From the very beginning of my CFI training, William demonstrated an exceptional ability to simplify complex concepts and foster confidence in me and my peers. He has an incredible talent for adapting his teaching style to meet the unique learning methods needs of each individual (along with teaching us to use those same methods in our future students), ensuring not only that we meet ACS, but that we truly understand and apply what we've learned. His instruction and lesson plans were truly masterful and extremely well thought out. Today, I am proud to serve as a Lead Flight Instructor at the very same school where William trained me - an achievement I directly attribute to the foundation he helped me build. His mentorship did not end when my checkride was complete; he continues to be a resource, role model, and advocate for both students and fellow instructors. William sets the tone for a positive learning environment that encourages teamwork, accountability, and passion for aviation. Without hesitation, I give William my highest recommendation for this award. He exemplifies the best of what a ground instructor should be.
84.00	I believe in a world where many individuals from various ages, cultures and economic backgrounds begin to show an interest in the world of aviation, one man can turn that interest into a passion. Mr. William Dubois is the most structured, kind and intelligent man I have ever had the privilege to meet. When waking up at 5am every morning to go to the airport, you always see one parked car in a huge empty parking lot. Mr. Dubois is always the first to arrive at the airport, not simply to be early for the sake of being early, but to look over his teaching material to make sure that the next generation of CFIs are equipped not just meet the standard but the exceed it. I feel 100% confident that I will be the safest pilot I can possibly be in the sky for my student and myself. Mr. William Dubois leads with knowledge, compassion and an extreme attention to detail, traits that are rare. I wholeheartedly recommend Mr. William Dubois for a Flight Training Experience Award. Thank you.
87.00	Uncle William (that's what we call him here at the school) is the most devoted teacher I have ever had. I have known him for over a year now and I am currently in his CFI class. I have learned so much from him in the time I've known him and he has such an incredible passion for aviation that he tries to instill in every one of his students. His goal is see CFIs everywhere providing the highest level of instruction possible and establish a better legacy for aviation.
88.00	William was one of the first people who truly helped guide me in the right direction as I began my instructor career. He was my ground instructor for CFI Academy at Infinity Flight Group, where he not only taught us the fundamentals of flight instruction but also shared valuable real-world insights on transitioning from being a student to a full-time flight instructor. That transition can be daunting for anyone, especially since we're so used to being in the left seat. Through the camaraderie he fostered within our CFI class and the real-world teaching experiences he shared, we became increasingly confident in the idea of one day teaching our own students. Will has continued to be a tremendous mentor to me even after I became an instructor at Infinity. He has always been there to help me work through challenges with my own "struggle" students and has remained someone I can always rely on for guidance and support. He genuinely cares about his students—and that passion has inspired me to care deeply about mine. This is why I believe he truly deserves to win the Flight Training Experience Award!

90.00 William is an instructor like no other. His love of the craft and passion for student learning is unmatched. Instructing is more than a job for William. It is a labor of love reflected in his lessons and slides. He created the entire catalogue of our school's indoctrination and CFI ground school content and we work closely together on the latter. I enjoy collaborating with a colleague so open to feedback and accepting of the ideas of others. He is a wonderful speaker and truly cares about the wellbeing of each and every one of his students. I consider it an honor to work alongside him.

88.00 William Dubois is a consummate professional instructor. Over the last few years, I have had the chance to work with him at a large, diverse flight school in the North-East. Whether he is teaching basics to entry level students, or advanced studies to existing CFI's, William brings the same high quality, high energy engaging approach. After breaking down the material for his students, he always keeps them engaged by having them explain it back. His enthusiasm is infectious, and he has earned the respect of all those who interact with him, both students and coworkers alike. If all of this wasn't enough, what else sets him apart is that William also authors his training material thus providing other instructors the tools to benefit from his expertise.

86.00 William Dubois should win this Flight Training experience award because he truly cares for the people that he's instructing his students. He is very creative when it comes to helping students learn and goes above and beyond to make you feel comfortable asking dumb questions.

4. Aggregate Overall Score (Range: 0 to 100)

This is the overall score you received from your customers in the 2026 Flight Training Experience Award application period:

Your Score: 87

4.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 87

Your national percentile ranking: 22%

Regional Average: 87

Your regional percentile ranking: 22%

4.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 88

Your national percentile ranking: 21%

Regional Average: 88

Your regional percentile ranking: 21%

5. SubScore Summary for at

Region: Awards Consideration (includes report card)

The remaining sections summarize your individual subscores (range: 0 to 100) as they apply to each of the four areas from our Flight Training Experience Research: Educational Quality, Customer Focus, Community, and Information Sharing. You will also find national and regional averages, for benchmarking.

Subscore Summary:

	Your Score	National Avg
Educational Quality	88	86
Customer Focus	85	86
Community	83	82
Information Sharing	81	83
NetPromoter Score	96	96
Overall Total	77	76

6. Educational Quality Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Educational Quality; offering effective training from professional instructors who are dedicated to students' success

Your Score: 88

6.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 86

Your national percentile ranking: 47%

Regional Average: 86

Your regional percentile ranking: 47%

6.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 86

Your national percentile ranking: 53%

Regional Average: 86

Your regional percentile ranking: 53%

6.3 Responses per Question

My CFI consistently used a training syllabus that I could consult.

Response Choice	Frequency	%
Strongly Agree	20	95.24%
Somewhat Agree	1	4.76%

My CFI tailored their lessons plans to accommodate my personal strengths and weaknesses.

Response Choice	Frequency	%
Strongly Agree	21	100%

I felt safe flying with my CFI.

Response Choice	Frequency	%
Strongly Agree	21	100%

My CFI helped me feel prepared for unexpected situations in flight.

Response Choice	Frequency	%
Strongly Agree	21	100%

7. Customer Focus Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Customer Focus; adding value by demonstrating professionalism and engagement with students

Your Score: 85

7.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 86
Your national percentile ranking: 41%

Regional Average: 86
Your regional percentile ranking: 41%

7.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 85
Your national percentile ranking: 45%

Regional Average: 85
Your regional percentile ranking: 45%

7.3 Responses per Question

My CFI patiently helped me understand difficult concepts.

Response Choice	Frequency	%
Strongly Agree	21	100%

I feel like my CFI made efficient use of my time.

Response Choice	Frequency	%
Strongly Agree	20	95.24%
Somewhat Agree	1	4.76%

My CFI was not invested in my success.

Response Choice	Frequency	%
Strongly Agree	3	14.29%
Strongly Disagree	18	85.71%

My CFI was reliable and on-time for scheduled lessons

Response Choice	Frequency	%
Strongly Agree	21	100%

8. Community Focus Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Community; emphasizing social connections and accomplishments.

Your Score: 83

8.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 82
Your national percentile ranking: 49%

Regional Average: 82
Your regional percentile ranking: 49%

8.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 82

Your national percentile ranking: 54%

Regional Average: 82

Your regional percentile ranking: 54%

8.3 Responses per Question

After training with my CFI, I feel like a member of the general aviation community.

Response Choice	Frequency	%
Strongly Agree	21	100%

My instructor expressed that people like me should not fly.

Response Choice	Frequency	%
Strongly Agree	2	9.52%
Neither agree nor disagree	6	28.57%
Somewhat Disagree	2	9.52%
Strongly Disagree	11	52.38%

My CFI introduced me to students, new pilots, and members of the local aviation community.

Response Choice	Frequency	%
Strongly Agree	20	95.24%
Neither agree nor disagree	1	4.76%

My CFI shared relevant information to help me continue flying after training (e.g. how to find flying clubs, purchase an aircraft, or start an aviation career)

Response Choice	Frequency	%
Strongly Agree	20	95.24%
Somewhat Agree	1	4.76%

9. Information Sharing Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Information Sharing; educating and empowering students to make informed decisions about flight training investments.

Your Score: 81

9.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 83

Your national percentile ranking: 38%

Regional Average: 83

Your regional percentile ranking: 38%

9.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 83

Your national percentile ranking: 41%

Regional Average: 83

Your regional percentile ranking: 41%

9.3 Responses per Question

I always understood the steps required to reach my flight training goals with my CFI.

Response Choice	Frequency	%
Strongly Agree	21	100%

My flight training with my CFI has required more time and/or money than I expected.

Response Choice	Frequency	%
Strongly Agree	2	9.52%
Neither agree nor disagree	4	19.05%
Somewhat Disagree	3	14.29%
Strongly Disagree	12	57.14%

Sometimes I did not know what my flight lessons would cover.

Response Choice	Frequency	%
Strongly Agree	2	9.52%
Neither agree nor disagree	2	9.52%
Somewhat Disagree	1	4.76%
Strongly Disagree	16	76.19%

My CFI introduced me to online resources (like flight planning tools or weather sources) and showed how they can be used to aid my decision making.

Response Choice	Frequency	%
Strongly Agree	21	100%

10. Net Promoter Score

10.1 Questionnaire Responses

The Net Promoter Score is generated by asking customers how likely they would be to recommend a given product or service - in this case, your services as a flight instructor to another potential customer, on an 11 point scale.

How likely are you to recommend your CFI to someone interested in flight training?

Response Choice	Frequency	%
10	19	90.48%
9	1	4.76%
8	1	4.76%

10.2 NPS Grouping

Responses to this question are then used to sort customers into one of three groups:

Detractor: Less likely to use your services again and may not speak highly of your services to others.

Passive: Generally somewhat satisfied, passive respondents likely won't help or hurt your business in talking to other people.

Promoters: Ideally, all of your customers would be promoters. Promoters would fly with you again in the future and would tell others how great they think you are.

Response Choice	Frequency	%
Promoter	20	95.24%
Passive	1	4.76%

10.3 Standardized Score Calculation

The overall Net Promoter Score is calculated by subtracting the percentage of your customers who are 'detractors' from the percentage of your customers you are 'promoters.' Thus, the overall Net Promoter Score can range from -100 to 100.

For more information on the Net Promoter Score and how to interpret it, check out: <https://www.medallia.com/net-promoter-score>

Your Score: 96

10.3.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 96

Your national percentile ranking: 17%

Regional Average: 96

Your regional percentile ranking: 17%

10.3.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 98

Your national percentile ranking: 21%

Regional Average: 98

Your regional percentile ranking: 21%