Report for Willem van der Werff at KDWH

Region: Central Southern

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 10 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
87.00	Willem has been my instructor for more than 6 months now and he has never failed to explain something that im struggling with or not understanding. He is a amazing instructor and im glad i chose him.
87.00	Excellent instructor. There isn't a piece of knowledge about flying our particular aircraft that Willem doesn't know. All questions answered. Patient and knowledgeable and encourages the best version of yourself while flying, even if that means challenging you in a safe and effective manner. Also knowledgeable about aviation in general and shares his perspectives and recommendations. Would recommend him to anyone serious about flying as a career.
81.00	Willem should win this award because of his professional and sincere approach to instructing. He's exactly the kind of instructor I needed after having three at my previous flight school.

87.00	I would like to nominate Willem van der Werff for this award because of his exceptional dedication to his students. He is not only a highly skilled and knowledgeable flight instructor but also genuinely invests in getting to know his students as individuals, fostering a supportive and friendly learning environment. He goes above and beyond by providing additional third-party resources to help students deepen their understanding and improve their skills. At the same time, he holds students to a high standard, ensuring continuous growth in both flight proficiency and aeronautical knowledge. His guidance, mentorship, and personal approach have had a lasting impact on my development as a pilot, making him truly deserving of this recognition.
80.00	For their dedication and hard work. Plus long hours and always willing to try to do a little extra to help out a student. I'm one of his students plus have a full time job and wife and kids at home. Training hasn't been the easiest and trying to fly 3 times a week. William has helped me out a lot on understanding certain things that I wasn't getting. Not that I didn't understand them. But my brain wasn't doing it with information I was trying to retain for work.
90.00	Willam consistently went above and beyond to ensure I not only understood each concept but could apply it confidently in flight. His calm professionalism, patience and genuine commitment to his students' success make him truly deserving of this award.
76.00	Willem takes the time to answer my questions during pre-briefing and post briefing as well as during flight. He has patience to review information that I have difficulty understanding.
90.00	Willem van der Werff has my highest recommendation for selection to win the Flight Training Experience Award. Willem is a transformational instructor with a brilliant mind and a humble approach. He displays a professional maturity, intellect, and emotional intelligence that extends beyond himself to his peers and students. He is a natural team builder, shows trust, earns trust, and applies an infectious enthusiasm that galvanizes others to push beyond their perceived in flight capabilities. Willem teaches, motivates, and invests in his students. He is a fantastic instructor and will have no issues excelling in whatever instructor task lies ahead. His continuous drive to grow and learn is admirable. I am confident that Willem is well qualified for this award, and he deserves it.
81.00	Willem is a great choice for anyone who is willing to put in the effort and study and review their material. He is easygoing, v Laid back, and friendly. I enjoy working with him and would love to see him recognized for his efforts. He is calm but still carries the expectation that you perform to the degree needed for a safe flight. He is laid back but is still every bit as attentive to safety as a pilot should be. He has laid out expectation and is easy to talk to should you have any questions. I enjoy working with him.
90.00	Willem should be awarded the Flight Training Experience reward. He demonstrates safe, proficient, efficient teaching to his students. He is an important part of United Flight Systems' Aviation Culture!

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: 85

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

National Average: 86
Your national percentile ranking: 12%

Regional Average: 87
Your regional percentile ranking: 14%

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

National Average: 87
Your national percentile ranking: 9%

Regional Average: 87
Your regional percentile ranking: 10%

5. SubScore Summary for at KDWH

Region: Central Southern

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	98	98
Customer Focus	97	97
Community	88	92
Information Sharing	91	94
NetPromoter Score	100	95
Overall Total	95	95

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: 98

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

National Average: 98
Your national percentile ranking: 20%

Regional Average: 99
Your regional percentile ranking: 24%

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

National Average: 99
Your national percentile ranking: 16%

Regional Average: 99
Your regional percentile ranking: 24%

6.3 Responses per Question

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

Response Choice	Frequency	%
Strongly Agree	9	90%
Somewhat Agree	1	10%

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

Response Choice	Frequency	%
Strongly Agree	10	100%

I felt safe flying with my CFI.

Response Choice	Frequency	%

Strongly Agree	10	100%

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

Response Choice	Frequency	%
Strongly Agree	8	80%
Somewhat Agree	2	20%

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: 97

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

National Average: 97
Your national percentile ranking: 18%

Regional Average: 99
Your regional percentile ranking: 15%

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

National Average: 98
Your national percentile ranking: 18%

Regional Average: 99
Your regional percentile ranking: 12%

7.3 Responses per Question

My CFI patiently helped me understand difficult concepts.

Response Choice	Frequency	%
Strongly Agree	10	100%

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

Response Choice	Frequency	%
Strongly Agree	9	90%
Somewhat Agree	1	10%

My CFI was not invested in my success.

Response Choice	Frequency	%
Strongly Agree	1	10%
Strongly Disagree	9	90%

My CFI was reliable and on-time for scheduled lessons

Response Choice	Frequency	%
Strongly Agree	9	90%

Somewhat Agree	1	10%

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: 88

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

National Average: 92
Your national percentile ranking: 9%

Regional Average: 93
Your regional percentile ranking: 11%

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

National Average: 94
Your national percentile ranking: 4%

Regional Average: 93
Your regional percentile ranking: 6%

8.3 Responses per Question

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

Response Choice	Frequency	%
Strongly Agree	7	70%
Somewhat Agree	2	20%
Neither agree nor disagree	1	10%

My instructor expressed that people like me should not fly.

Response Choice	Frequency	%
Strongly Agree	1	10%
Neither agree nor disagree	4	40%
Strongly Disagree	5	50%

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

Response Choice	Frequency	%
Strongly Agree	7	70%
Somewhat Agree	1	10%
Neither agree nor disagree	2	20%

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	9	90%
Neither agree nor disagree	1	10%

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: 91

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

National Average: 94
Your national percentile ranking: 13%

Regional Average: 95
Your regional percentile ranking: 14%

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

National Average: 95
Your national percentile ranking: 10%

Regional Average: 95
Your regional percentile ranking: 14%

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	9	90%
Somewhat Agree	1	10%

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

Response Choice	Frequency	%
Strongly Agree	1	10%
Somewhat Agree	1	10%
Somewhat Disagree	3	30%
Strongly Disagree	5	50%

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

Response Choice	Frequency	%
Somewhat Agree	1	10%
Neither agree nor disagree	1	10%
Somewhat Disagree	1	10%

Strongly Disagree	7	70%

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	9	90%
Somewhat Agree	1	10%

10.Net Promoter Score

10.1 Questionaire 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	9	90%
9	1	10%

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	10	100%

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: 100

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

National Average: 95
Your national percentile ranking: 60%

Regional Average: 98
Your regional percentile ranking: 64%

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

National Average: 97
Your national percentile ranking: 62%

Regional Average: 97

Your regional percentile ranking: 68%