

Elko/Beausay Endorsements

“*The Sender* will touch your heart and change your life.” —**Andy Andrews**, *New York Times* bestselling author of *The Traveler’s Gift* and *The Noticer*

“Dr. Kevin Elko has certainly contributed to our success in providing a new twist on focus, attention to detail, team work, and grit which is the blueprint we use at The University of Alabama.” —**Nick Saban**, Head Football Coach, The University of Alabama

“The message in this book can lift a spirit and save a life—trust me—for me it has!” —**Chuck Pagano**, Head Coach, Indianapolis Colts

“The powerful message in this book is clear. Incredible things happen when we decide to just put one foot in front of the other. And if you look around and don't like where you are, keep moving until you do—that's grit.” —**John Tyson**, CEO and Chairman, Tyson Foods

“Anything Dr. Elko writes is a must read—if you're committed to being great in the game of life!” —**Cris Carter**, NFL Hall of Fame, ESPN Analyst

“Kevin gave me a phrase I used in the 2015 NFC Championship Game: *Live the moment*. I taught that to the team. They did.” —**Ron Rivera**, Head Coach, Carolina Panthers

“Kevin Elko is the best guest in the history of our show. His conversations with us are always compelling and important. You'll love this book.” —**Paul Finebaum**, Host of The Finebaum Show, SEC Network, ESPN

“This exact message and these letters sent to Coach Pagano are what I listened to as soon as I got my [cancer] diagnosis and started on my journey.” —**Chris Mortensen**, ESPN NFL Analyst

“Dr. Kevin Elko shares a unique lens to view life through and a powerful message to grow into. He has a servant's heart that will make you better personally and professionally.” —**Clint Hurdle**, Manager, Pittsburgh Pirates

“Dr. Elko's message on the power of grit had a lot to do with our championship at Florida State—we teach it over and over. The message in this book will take you higher; it did the 'Noles.”—**Jimbo Fisher**, Head Football Coach, Florida State University

“I have been fortunate to know Dr. Elko, both personally and professionally for over 20 years. He is a tremendous mentor and a great resource for advice.”—**Butch Davis**, Head Football Coach, University of Miami, ESPN Game Day Analyst

"Dr. Elko has been a blessing in my life. I am a better leader and connector because of his guidance. Dr. Elko knows exactly how to connect and deliver his message!"—**Dave Doren**, Head Football Coach, North Carolina State University

“Dr. Elko is the best I’ve seen in helping young men focus on ‘keeping the main thing the main thing’! He has given us the tools to help manage daily conflicts and stress while helping our team ‘lock in’ and remove outside distractions. He helps better prepare our student athletes both on and off the field.”—**Scott Cochran**, Head Strength Coach, The University of Alabama Football

“I've known Dr. Elko for almost 20 years. His presence, delivery method and words are timeless. No matter the audience, he always makes that connection that makes you feel that he is speaking directly to you. He helped me personally in my own fight with cancer and I know that he will help you too.”—**Tom Moffit**, Head Strength Coach, Louisiana State University

“Kevin Elko's message, which is in *The Sender*, focused our team and was a big part of our run to the College World Series. And it will help elevate your organization to new heights.”—**Dan McDonnell**, Head Baseball Coach, The University of Louisville

“The message in this book is a game changer that helps one meet their potential. It will transform your life so you can impact others in so many ways. This message has been a part of the culture of our championship

teams.”—**Sarah Patterson**, Legendary Gymnastic Coach, The University of Alabama 6-time NCAA Champion

“I've known Dr. Elko for a decade. Watched him speak numerous times. Saw the impact he had on others. It wasn't until I found myself using his phrases in my everyday life that I realized the profound impact he has had on me. Through his powerful words and teachings he shows us how to embrace times of challenge with courage, hope, and a little humor.”—**Greg P. Cicotte**, Head of U.S. Wealth Management, JACKSON National Life Insurance Company

“Dr. Elko has taught me the power of simplicity. He encourages me to ‘keep the main thing the main thing.’ To live in vision instead of being ruled by circumstances. In short, Dr. Elko has allowed me to grow as a person and to succeed in an increasingly complex world.”—**Ed Farrington**, Head of Retirement, Natixis Global Services

“Kevin’s insight stands apart, and his ability to deliver a timely, resonant message has consistently left our audiences asking for more. He is a ‘can’t miss’ when you’re looking to elevate your game.”—**John Brennan**, Senior Vice President, Head of Strategic Relationship Management, Hartford Funds