



June 7, 2018

What, exactly, and why, precisely, do we hire speakers?

To motivate, inspire, ignite and enlighten the audience?

To educate, empower and entertain those in the room?

To create lasting, meaningful and memorable messages that help people perform better, work smarter, live with purpose and intention?

To create goals, grit and greatness so the audience can more effectively manage a changing environment?

Truth is, sometimes none of the above. You just need a diversion, some humor and entertainment. But, more often than not, the answer is ALL of the above.

Hello Jonathan Koch. A man I have known for three decades and who I can confirm meets the above criteria and more, as a speaker, a leader, an entrepreneur, and a noble human being.

The more? An unforgettable story of determination and mindset that will cause audiences of 10-10,000 to rise; from their seats, from their complacencies, from their complaints and leave with renewed spirit, outlook and courage.

Jonathan has spoken on numerous occasions to hundreds of my university students, a tough crowd because they think they know everything already, and within moments they are laughing, crying and determined to make of their lives something that matters. One word. Wow.

Why, exactly, do we hire speakers?

Because once in a great while, we are fortunate to meet and learn from someone like Jonathan Koch. Someone who has more than succeeded, more than suffered, more than shared and more than survived.

He has lived the lesson, fought the fight and come out the other side, better, bigger, more. And this is what every person in any room for any purpose is hoping they will be witness to and be inspired by.

I will make myself available to you for any further questions, more information or different details regarding Jonathan Koch. Just know, the end result of it all will be the same as this letter of high recommendation. Jonathan Koch is the best you will ever do, as a speaker, a leader, a role model and a person.

Most sincerely and accurately,

Dr. Ronda Beaman

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