

WHAT THEY SAY ABOUT SCOTT LACKEY

TESTIMONIALS

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The first time I heard Scott speak, it only took minutes before I knew he was going to bring a powerful story. It was intense listening to him speak so directly and authentically. I will never forget his story waking up one morning empty, like his soul was just an unending void and what happened next. As I listened, I could feel everything he was saying and it was transformative to my life. I left that day, deciding to make some changes in my life and I am excited for all those who will get to hear Scott speak and ultimately read his book!

JEFFREY MAGNUS

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It's hard to find people that boldly demonstrate Activation. Scott has a knack for using Faith, Wonder, and Action to illustrate what is possible. His action, energy, and genuine enthusiasm helps people turn their dreams into reality.

DREW B. TAYLOR

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Scott **LACKEY**

www.scottlackey.com



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“It has been years since Scott and I worked together, but when he told me he was writing a book I jokingly said, “you better let me write a testimonial” and here I am. I first met Scott as a referral from my Law Firm. My business was virtually an inch away from filing for bankruptcy, investor frustrations escalating, suppliers not willing to ship products because I was so far behind, and family relationships in my business were falling apart just as fast. Not a proud season and my first meeting with Scott was so very different than I could ever imagine. I don’t remember how long we talked, but what I will recall for the rest of my life was the end of our meeting when I thought he was going to tell me what I was convinced of, it’s over. Scott asked me, “what are you willing to sacrifice to save your family?” I said “everything”. He followed up by asking “what are you willing to sacrifice to save your business?” I remember pausing for a long time and I told him, “I think whatever I need to but not my family.” For the next seven or so months the painful work seemed never ending. My family was protected, my relationships restored, my scars healed over time and I’m still not quite sure how we did it. But Scott always told me, “Lean-in during these moments and relax in the discomfort, you are going to be rewarded with great gifts on the other side of this”, and I hated hearing it every time he said it. But it was and is true and while I don’t want to experience this again, I would not be the man I am today without those events and Scott’s guidance and leadership. He was the change agent we needed when nothing seemed possible.

ALAN RANDAL

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“It was about 0330 when we got up and it was still pitch dark when we set out for a 100 mile Ironman training ride and then two mile run afterwards. We always earned our sunrise chasing a vision of what we wanted to become. Scott was that individual you see or imagine that was getting up earlier than you. They were already training, grinding, and pushing themselves to change. Real change. The change that comes from staying in discomfort. Scott knew what it took, and I witnessed it as his Ironman training partner. He craved that uncomfortable place because he knew that's where real change happens. I got a front-row seat to see what's in a person if they are motivated, driven, and disciplined to make consistent progress towards a goal. The type of change I saw Scott make and his influence on others lasts a lifetime. He's an IRONMAN.

JASON BREWER

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“I have been Scott's Triathlon Coach since 2021 across, Sprint, Olympic, Ironman 70.3 and Ironman 140.6 race distances not to mention ½ Marathons, 10k's and 5k's. What I admire most about Scott is his ability to set goals, navigate the obstacles and immerse himself in the adversity with his infectious Never Give Up Attitude. Scott is always sharing his gifts with others, selflessly helping those who aspire to challenge themselves both professionally and athletically. I am grateful to know him and thankful he's allowed be to lead him through his triathlon career.

KIM BRAMBLETT

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