



Endorsement Letter

Ico Susan Honea

Business Coach

To Whom It May Concern:

Working with Susan Honea has been one of the most valuable decisions I've made in my business. She is not a "business coach" in the generic, overpromised sense of the term — she is an intelligent, disciplined presence who sees past surface-level problems and gets to the structural truths that actually move the needle.

Susan has an unusual blend of strategic clarity and personal depth. She knows when to apply hard precision and when to make space for exploration, and she never lets me confuse activity for progress. She has guided me through periods of rapid growth and, just as importantly, through the kind of high-stakes challenges that can derail a business if not navigated with wisdom and discipline. She has helped protect my position, restore focus, and establish forward momentum.

Our sessions have reshaped not only tactical execution, but the way I position and lead my company. She brings the kind of insight you don't forget, because it works — in the real world, with real results.

When the air is thick with noise, Susan is a voice of accuracy, perspective, and momentum. She is the ally you want when excellence isn't optional.

I recommend her without hesitation.

Randell Beck
LCDR, USNR