

# The Road to Ultimate Resiliency

APRIL 2020



## Dr. Kevin Elko

Motivational Speaker  
and Bestselling Author

Dr. Elko focuses on helping organizations in the areas of leadership, goal setting, and various other motivational topics. He has worked with such firms as Merrill Lynch, Morgan Stanley, LPL Financial, and others, and has consulted with various NFL teams and seven BCS National Championship Football Teams.

Dr. Elko is the author of four books, including *Nerves of Steel* and *True Greatness*, and holds two Masters degrees and a Doctorate from West Virginia University, where he was inducted into its Hall of Fame.

## Thriving amid adversity

When an “Epidemic of Uncertainty” occurs, a successful person’s priority is to **Survive**. Once they are secure in their ability to survive, they shift their focus to the next level: how to **Thrive**.

## Ultimate resiliency

Just being resilient means returning to your original form after tough situations. Having **True Resiliency** means that you come back even better than you were before — so when you fall, who you become is who will catch you. Therefore, you want to come back and achieve **Greatness**.

So, what does “greatness” mean, exactly? It means serving others. And to serve others, you must connect with them. People do business with people who know how to connect with them. Therefore, great financial advisors will be the best connectors their clients have ever seen.

*Great financial advisors will be the best connectors their clients have ever seen.*

When circumstance knocks you down, **Ultimate Resiliency**, the combination of true resiliency and greatness, is what allows you to bounce back higher.

When Dr. Elko was diagnosed with a heart condition, he said to himself:

***“This isn’t going to happen to me, it’ll happen for me.”***

He didn’t ask the Cleveland Clinic to help him return to where he was. He wanted to reach a place he’d never been before—**a better, stronger place**.

He became vegan, exercised regularly, and lost 40 pounds. He worked hard to reach that place, and now he’s out connecting more with others and having more engagement than he’s ever had before.



INVESTMENTS

# Five components of ultimate resiliency



Vision

1

## Live in vision

*Don't live in circumstance—focus on where you're headed.*

- Successful people envision where they want to go.
- They keep that picture in their mind, along with this statement: It never matters what you want, what matters most is what you are willing to give up in order to get it.



Process

2

## Set your process

*The great ones have a process they stick to—this is where nitty gritty goals come into play.*

- Specifically lay out what you're going to do each day to achieve your vision.
- Bring in others to help you become accountable to your process.

### Nitty gritty goals

A woman and her mother were walking one day. They passed a field with rows and rows of planted flowers—hundreds of thousands of them. Marvelling, the woman asked, “How did all these beautiful flowers get here?” To which her mother replied, “One at a time.”



Encouragement

3

## Give yourself encouragement

*How you talk to yourself is important—so, be a good friend to yourself.*

- Higher level performers tend to have a different mindset; they aren't praise people, they're encouragement people—constantly encouraging themselves.
- It's important to remember: Courage isn't a feeling. It's a choice.



Inspiration

4

## Identify your inspiration

*People can be driven by purpose, and they can be driven by passion.*

- Superstars in their field are motivated by both purpose and passion.
- When you get discouraged, go back to what inspires you.
- Find your “68.”

### Find your “68”

At the 1998 Winter Olympics, the underdog Czech Republic won the gold in men's ice hockey. They were led by Jaromír Jágr, wearing 68. He wore that number his whole career, in honor of his grandfather who died in 1968 during the Soviet occupation of Czechoslovakia. Jágr dedicated the medal to his grandfather's memory.



The Zone

5

## Get in the zone

*This final step has two important parts to it:*

- 1. Clear the mental clutter.** Put your mind in a quiet place, so you can focus on what's important.
- 2. Repetition.** Do it so many times that going to this place becomes automatic.

### Clear the mental clutter

Clara Barton had a vision that would eventually become the American Red Cross. One day, while she was in the early stages of creating it, a woman came up and hugged her on the street. After the woman left, Barton's companion turned to her and asked, “Don't you remember what that woman did to you?” Barton's response was, “I distinctly remember forgetting that.”

## Three ways to end your day to help increase productivity

St. Ignatius of Loyola, founder of the Jesuit order of the Catholic church, advocated a certain practice. That practice is still in wide usage today—from the conference rooms of JPMorgan to the locker rooms of the New York Giants to the prayer rooms of the Vatican. The principle is a simple one: **Examine**.

---

*“The unexamined life is not worth living.” —Socrates*

---

At the end of your day, sit back and take a few minutes to reflect on these three things:

### **1. What did I do today that I liked?**

Think about what you did well and encourage yourself with those successes. Remember them and allow them to continue guiding your actions.

### **2. What would I have done differently?**

Look back on your actions and consider which ones you would change. Learn from them, and let those lessons inform your actions going forward.

### **3. What am I thankful for?**

Take stock of your opportunities by listing the things you are grateful for. Lift your inattentional blindness (perhaps due to panic or uncertainty). When you spend time thinking about what you're thankful for, you'll start to see that it is everywhere.

### **Inattentional Blindness**

When you fail to perceive something that is in plain sight, particularly something salient, solely due to lack of attention (rather than any visual impairments).

**Example:** *The day after you buy a new car, you see that same car everywhere.*



## INVESTMENTS

The views expressed herein are from Dr. Kevin Elko and do not necessarily reflect the views of New York Life Investment Management LLC or its affiliates. Dr. Elko is not affiliated with New York Life Investment Management LLC.

This material is intended to be educational and informative in nature; is subject to change; and is not intended to be a forecast of future events or a guarantee of future results. This information should not be relied upon by the reader as research or investment advice regarding the funds or any particular issuer/security. The information discussed is strictly for illustrative and educational purposes and is not a recommendation, offer or solicitation to buy or sell any securities or to adopt any investment strategy. There is no guarantee that any information discussed will be effective.

This material contains general information only and does not take into account an individual's financial circumstances. This information should not be relied upon as a primary basis for an investment decision. Rather, an assessment should be made as to whether the information is appropriate in individual circumstances and consideration should be given to talking to a financial advisor before making an investment decision.

"New York Life Investments" is both a service mark, and the common trade name, of certain investment advisors affiliated with New York Life Insurance Company.

Not FDIC/NCUA Insured

Not a Deposit

May Lose Value

No Bank Guarantee

Not Insured by Any Government Agency