



## SAM SPEAR

COACH / FACILITATOR

Sam Spear is driven to make people better.

With a background as a licensed psychological clinician, I understand how to identify and leverage who you are at your best to help you better navigate you at your worst. Doing this with unflinching honesty and relentless support, we'll quickly discover ways to help you be more efficient, effective, and happy – and not necessarily in that order. We'll address ways to tip the odds heavily in your favor, making you far more intentional about how you operate at your best, more consistently. And, when you stumble, we'll unpack those missteps, slow down time, and thoughtfully iterate. You'll use language, develop skills and make choices that you perhaps never considered. We'll also create opportunities for you to grow, and your intentions will align with your impact. Finally, we'll laugh, not just because we'll find things that are funny, but because it's a great way to learn.

With more than two decades understanding the journey from good to great, I will be your fiercest advocate for you at your best, and I will supportively/squarely hold the mirror up when you're teetering, or have fallen off. This process will unveil tools, skills, and resources, leading to increased bandwidth and improved effectiveness. Together, those metrics will improve engagement, purpose, and meaning.

My education, training, and experience made me an expert at understanding instinct and motivation, and I've helped people harness curiosity – especially when triggered – to make themselves and those around them *better*.

My areas of expertise include:

- Executive Coaching
- Using Conflict to Create Connection
- Executive Presence
- Trusting Instinct & Leading Others to Do the Same
- Organizational Effectiveness
- Emotional Intelligence + Boundaries
- Executive Team Assessment & Development

I worked for 20 years in advertising, marketing, and branding, where I created big, practical, and unexpectedly effective solutions for worldwide organizations and startups. I have a Master's in Clinical Psychology from Antioch University where I created Athletic Psychotherapy - a practice that merges athletics or movement with insight. Though originally intended to address confidence and provide psychological awareness via activity, this work has also seamlessly proven its organizational efficacy – influencing legacies along the way. My Bachelor's in Journalism from the University of Missouri enabled me to hone the valued leadership skills of seeking truth, being curious, and telling compelling stories. I am well-practiced in the Myers Briggs Type Indicator (MBTI); the DiSC Personality Profile; the Enneagram; and 360 Feedback Process. When not helping others, I'm playing sports, hiking, biking, laughing, writing, and trying to find ways to make a small difference.

## CLIENT TESTIMONIALS

The connection was instant. Sam knew how I was getting in my own way and he presented it with a roadmap that motivated changes and favorably altered my trajectory. During our work together, I was promoted to a bigger role that has suited me well. He was the first to tell me that: "The responsibility of a great leader is to make more great leaders." I take many of the strengths I learned and refined from Sam and use those to create confident, creative, and thoughtful trailblazers all around me. If you have questions about him, please get in touch with me, I'm happy to tell you more.

— John Ibsen, SVP Creative Advertising, The Walt Disney Company

It's the questions. The ones that stop me. The ones that slow me down. The ones that remind me of Sam's ability to – on a dime – question me. It's also the way he identifies things. He helps get me back to the proper narrative, the one that matters most. He does this with grace, humor, surgical, and when necessary, carpet-bombing candor. Working with Sam hasn't just been of great value to me, it's had a qualitative influence on those I lead.

— Jessica Neal, Chief Talent Officer, Netflix

Sam's coaching was instrumental in helping me develop the leadership and management skills necessary to succeed in today's workplace. From the outset of our work together, we were able to zero-in on key areas for development and he offered creative and innovative solutions to address them. He pieced together both my prior professional and personal experiences in creating a leadership development game plan. I would recommend Sam's coaching to anyone looking for not only an objective assessment of one's leadership/management capabilities but also looking for creative tools to close those gaps.

— Abdul Ismaila, VP Finance, Scopely

Sam's gift is that, in his coaching and structured experiences, he creates a mirror that allows you to touch down onto your best self. For me, it reconnected me to purpose - manifesting in "grace in action," constructive humor, authentic energy, and the will to make things better for my team and organization. I was effective and successful before I started working with him – but was also burned out and "going through the motions." Because of my work with Sam, I have taken on some of the most significant challenges I've ever faced in my career - with resilience and grace.

— Mark Crowell, Executive Director, Organization Development and Learning at Cedars-Sinai

## CLIENT LIST

