

SAM GOODWIN

Winning Through Uncertainty



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Uncertainty isn't just inevitable—it's a hidden opportunity waiting to be unlocked. In a world where disruption is the new normal, *Winning Through Uncertainty* equips leaders and organizations with the tools to **adapt, innovate, and thrive** under pressure. Sam Goodwin's renowned keynotes inspire a **transformative shift in mindset**, empowering teams to face complexity with **clarity, confidence, and bold action**. When the unknown arises, Sam doesn't just help you navigate it—he shows you how to **win**.

“ *There's a big difference between what uncertainty feels like..* ”
..and what's actually happening.

250+
Keynotes

60,000+
People live

1 Million+
Reached

“Just when I thought Sam's life-changing keynote couldn't get any better, then I read his book!”



As seen in

The New York Times

THE WALL STREET JOURNAL

CNN

NBC NEWS

CBS NEWS

abc NEWS

FOX NEWS



Sam Goodwin is a world traveler, entrepreneur and former Division I athlete whose extraordinary life experiences have made him the voice of resilience, leadership, and thriving in uncertainty. Sam credits the mental toughness, critical thinking, and resilience he developed through athletics as key to surviving his most harrowing experience: being taken hostage and wrongfully imprisoned in Syria. During months of captivity, he endured solitary confinement, blindfolded interrogations, and a sham trial - yet emerged with a renewed perspective and powerful framework for *Winning Through Uncertainty*.

Sam's life is a testament to growth through adversity. Between 2010 and 2019, he traveled to all 193 UN sovereign countries, sharing stories of positivity from overlooked and misunderstood places. His career has spanned playing and coaching hockey in India, North Korea, and Turkmenistan and leading humanitarian efforts across Asia, Africa, and Latin America. Sam also launched a tech startup and NGO in Singapore, focusing on stakeholder engagement and non-profit partnerships.

With a Doctorate in International Affairs from Johns Hopkins University and a passion for inspiring others, Sam delivers captivating keynotes that turn uncertainty into opportunity. His story equips leaders with practical tools to cultivate resilience, embrace challenges, and lead with purpose in the face of the unknown.

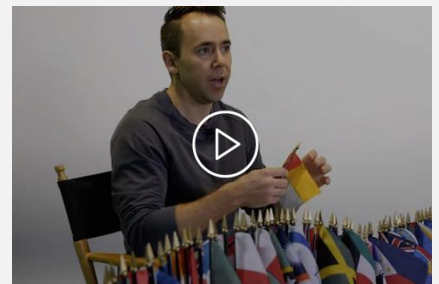
Learn more at www.samrgoodwin.com



[Sam Goodwin-
2025 Keynote Speaker Reel](#)



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in the World](#)

Clients include:



Calendar holds:

If you'd like to place a hold on Sam's calendar, or renew one, please contact sam@samrgoodwin.com