



CONTACT

- 📞 +27 (0)78 9194244
- ✉️ serotonininsamsays@gmail.com
- 🌐 www.serotonininsam.com
- 📍 Ohrigstad, South Africa

CATEGORIES

- Resilience, Wellbeing & Happiness
- Inspirational & Motivational
- Leadership

ENDORSEMENTS

Sam's coaching session about mindset and practical ways to reduce stress and reset was engaging, interesting and at times laugh-out-loud funny. I came away feeling genuinely recharged and regrouped, and very much looking forward to coming back.

– Anna Preswell

Sam is a wonderful facilitator. I have been to her workshops and retreats and always come away feeling inspired and having learnt something new about myself. Sam is a master at helping you shift your perspective and look at your life differently. She is also very naughty and so much fun.

– Stacey Black

SEROTONIN SAM

KEYNOTE SPEAKER. EMOTIONAL RECALIBRATION GUIDE.
ARCHITECT OF HAPPINESS

BIO

Sams' work is grounded in personal evolution. Once caught in a spiral of disconnection, depression, and emotional chaos, her entire life circling the drain, Sam found herself isolated and unseen—until a moment of love for her daughter led her into community, and ultimately, into purpose. Now, through keynotes like The Architecture of Happiness, Meet Your Purpose, and The Gift of Forgiveness, she shares the keys that helped her reclaim joy and coherence. Sam doesn't just speak— she boosts the resonance in the room - she delivers transformational experiences that shift both individual lives and organisational culture from the inside out.

PREVIOUS ENGAGEMENTS

Sam has delivered keynote experiences and workshops across a variety of women-centered and wellness-focused platforms, including:

- Sister Circles dedicated to emotional healing and connection
- Wellness Retreats on topics such as happiness, life expansion, vitality, and rest
- Women's Association Events and professional gatherings focused on purpose, reclaiming control and emotional intelligence

Her talks consistently leave audiences feeling lighter, inspired, and more connected to their own inner clarity and shared purpose.





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HOT TOPICS

1. The Architecture of Happiness: 3 Keys to Elevate Your Emotional Set Point

Ideal for: Leadership retreats, women's organisations, wellness programs, teams

Sam reframes happiness as a stable, trainable state—not fleeting a emotion. This keynote explores the science of happiness and three of seven powerful keys to emotional freedom, such as: Take Responsibility for Your Happiness, Don't Believe Everything You Think, and Make Your Cells Happy. Organisers can tailor the message by selecting three keys most relevant to their audience.

The result: uplifted morale, deeper emotional intelligence, and tangible tools for personal and organisational transformation.

2. Meet Your Purpose, Live Into It

Ideal for: Visionary leaders, women's networks, high-growth teams

Happiness is not a reward—it's the foundation of purpose. In this keynote, Sam shows how raising your happiness set point creates clarity and coherence, allowing individuals to discover and align with their true purpose.

This talk activates vision, fuels performance, and equips audiences with tools to lead from within.

3. The Gift of Forgiveness: Releasing Resentment, Restoring Coherence

Ideal for: Wellness retreats, womens organisations and cultural reset initiatives

Forgiveness is emotional hygiene. This keynote offers profound perspectives and practical tools to dissolve resentment, repair energetic leakage, and release the chains of procrastination.

By releasing emotional weight, participants create space for renewed connection, leadership, and healing—personally and collectively.

