

Sam
Cawthorn

Founder and CEO of Speakers Institute
SPEAKER | AUTHOR | ENTREPRENEUR

MEDIA KIT 2026

STORIES THAT MOVE PEOPLE. TOOLS THAT MOVE THEM FORWARD.

Approved biography, interview themes,
keynote topics, books and media contact
details for Sam Cawthorn.



A life rebuilt. A message refined.

In 2006, Sam Cawthorn survived a major car accident that resulted in the amputation of his right arm and a permanent disability in his right leg. Recovery demanded more than returning to who he had been.

That experience shaped **Bounce Forward**: the belief that the goal is not to go back, but to use adversity to create a stronger, more intentional future.

Today, Sam is an international keynote speaker, bestselling author, entrepreneur and founder of Speakers Institute. He equips leaders and teams to communicate with influence, build resilient cultures and move forward with purpose.

Short introduction

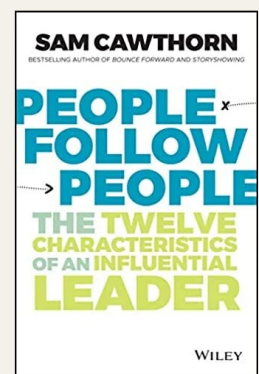
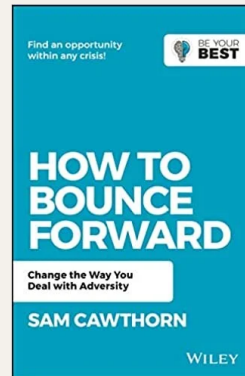
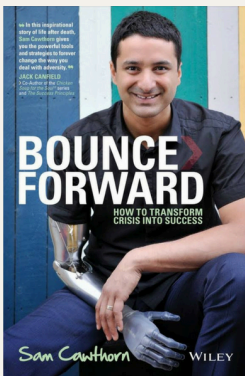
Sam Cawthorn is an international keynote speaker, bestselling author and founder of Speakers Institute. Through *Bounce Forward*, *Storyshowing* and *People Follow People*, he gives leaders practical tools to turn disruption into momentum, communicate with influence and build trust.

Speaking themes

- Resilience and reinvention
- Leadership and trust
- Storyshowing and communication
- Influence and human connection
- Turning crisis into opportunity

Read the thinking behind the stage.

Sam's body of work spans resilience, leadership, storytelling, influence, personal growth and the business of speaking.



Interview angles

- Why bouncing back is the wrong goal after disruption
- How leaders earn trust when uncertainty is high
- Why showing a story changes behaviour more than telling one
- What adversity can teach organisations about agency

Approved links

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