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Rebel With a Cause: **Sam Goldfinch** on Clarity, Courage, and the Wisdom Within

Heather Mansy

Welcome everyone to Women Who Rise. I'm your host, Heather Mansy. Today's guest is Sam Goldfinch, a clarity coach, spiritual rebel, and co-host of the Present and Sober podcast. As the founder of Rebel Spirituality and a senior coach with This Naked Mind, Sam's mission is to help people reconnect with their inner wisdom, break free from conditioning, and live with purpose—without the fluff or forced rules of traditional self-help.

He's known for his raw, practical approach to transformation—whether he's guiding someone through sobriety or helping leaders navigate complexity with clarity. Through his talks, coaching, and podcasts, Sam empowers others to rebel in the most meaningful way: by remembering who they truly are. I am so honored to have Sam on this show today. Welcome.

Sam Goldfinch

Thanks, Heather. I think that might be the coolest intro that I've ever had. So the first thing I need to do is say thanks for that. That was badass. I love it.

Heather Mansy

I'm so glad. You deserve nothing less.

Just full disclosure—I have known you for years now. And, you know, when I was struggling with several things in my own life, including the recent passing of my mom and just being overwhelmed with business stress and other things, I was lucky enough to find you as a coach. I engaged in over a year and a half of regular coaching.

And it literally put jet packs on everything I needed. It also gave me what I was really seeking at the time, which was better ways to deal with stress, sorrow, and to recover from the passing of such a significant loved one as my mom. I gained so much more.

We started just literally designing my life—and all of that. So it was important to me to bring you on this episode, and I'm so grateful. We're about women being able to transform themselves, rise, and exceed their own expectations—or society's expectations, or even the expectations their current boss may have of them. There



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are so many things that can hamstring us, and I know we'll talk a bit about that, and also about finding that inner wisdom that lets us go higher.

So I want to start with something. You have a term: spiritual rebel. Can you define what that means to you?

Sam Goldfinch

Yeah. Well, before we go there, I just want to say how touched I am to hear you say that, Heather. Because, ultimately, that's why I do what I do. To hear that—and to hear where it's coming from—is very meaningful to me. So thank you for sharing that. I know you've shared that with me before, but it's really lovely to hear it. Particularly with lots of people listening as well—it means the world that you'd say that. Yeah. Great. Right. Spiritual rebel.

Heather Mansy

It's so true. Yeah. I definitely count you as one of the top couple of people in my life who have allowed me to impact myself in a positive way because of your teaching and guidance. Honestly, you're probably the most meaningful coach—other than directional business-type coaching—that a person can have.

I regard you as the pinnacle of that kind of industry—personal coaching, wellness coaching, sobriety coaching, anything like that. And I know I'm not the only one who feels this way. I'm friends with other students of yours, and we think of you highly—as utterly brilliant, right? I told you before we got on this show.

Alright, so—because I can fangirl you for like an hour—what does “spiritual rebel” mean to you?

Sam Goldfinch

Yeah. Well, it's funny. When your team sent over an email with a few things for me to think about, there was a question in there: what's a quote that matters a lot to me? One of the things that I often say is, “Wisdom doesn't follow rules.”



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As far as I'm concerned, we all have an innate source of wisdom, intuition, and guidance that doesn't play by the rules.

Now, by "rules," I don't just mean legal restrictions—things that might land us in jail. I mean all of the ways we think we "can't" do things. All of the shoulds: what women should do, what men can't do, what people from my background or culture shouldn't do.

These are invisible rules—until they're not. They're things we buffer up against. In my experience, those things look like the edge of reality. But the truth is, they're actually the edge of our thinking.

So to me, spirituality is not about forms. It's not about whether we do yoga, burn incense, meditate, or pray. To me, it's about this formless source of intelligence that's behind the scenes—running everything.

It's the very thing that's beating my heart and your heart. The thing that gives us that amazing idea that takes our business to another level.

And the way I see it, that's not actually cognitive in the way most people think about it. It's an insight—something that comes from beyond our current level of thinking.

It's like we have an insight and we're taken to a new level of understanding. I'm not sure exactly where it comes from, but I see it. And people get struck by it. And I'm curious about that—fascinated by it.

So that's what I want for people. I want them to break their own rules.

To live a rebellious life.

To not keep themselves small.

And I actually think that can be a lot more simple—and more effortless and fun—than it might sound to some people.



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Yeah. How's that for a start?

Heather Mansy

I love that. Okay, first of all, there were several mic drop statements in there. One that I definitely recognize is the idea that all of what we think is our present reality—and not to go too woo-woo—but all of it is constructs. Thoughts. Things we've developed over a lifetime.

Sometimes that's really useful—but it can also be very limiting. It can be what we think society expects of us. And again—it's we *think*.

What you're talking about is inner wisdom—something that knows more, can give us more, and is not constrained by any of that.

So yes, you can use your logic and your analytical thinking—and there's value in that. But there's something else that can give you deeper inspiration. And I can say just from myself—through your teachings—we worked every month on some other aspect of my life that I brought to the table. And it always came back to that: What is your inner wisdom? That's the thing that will guide you best.

Heather Mansy

When you're able to do that, the amount of appreciation, trust, self-respect, confidence—all those kinds of ideas—I think they just shoot up. They rise because you're able to not believe in, but just tap into and understand that, "Wow, I've got a lot of brilliance in me already." I don't necessarily need to go out and get every single bit of that. And I don't need this other person to tell me I'm brilliant, or tell me that I know how to write a song, or whatever it is.

So it becomes a surface-level benefit that's coming from being able to learn about and tap into that inner self.



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I know that—just a little pivot here—you are also a lifelong learner. You mentioned how you have had the great benefit and really are fascinated by the work that you do. And I think this certainly gives you a desire to do what you do, among other reasons.

Can you talk a little bit about how you came to the coaching space? And your experience with learning, teaching, having knowledge, your earlier career—that kind of thing? I think that would be beneficial.

Sam Goldfinch

Yeah, great. Feel free to stop me, because there's always a lot in there to that question, isn't there? So, feel free to stop me and say, "Shush on that, give us more of *this* bit."

I fell into teaching, basically. I'd been away traveling, drinking a lot, partying too much, drugs—just losing myself. I had a very wonky relationship with substances and alcohol, you might say. Throughout my teenage years and younger years, I'd always felt like there was something wrong. I felt very anxious a lot of the time.

So I'd fallen into a pattern with that stuff early on. I was more interested in traveling and partying.

And then, at some point, I thought, "Well, I'm gonna need something to pay for this."

Believe it or not, I had a politics degree. People often laugh when they hear that. They're like, "No way." But I did. My undergrad was a politics degree. Then I went into early years education—working with kids up to the age of five. It was fascinating. Hardly any men in that world, interestingly. But it was a fascinating place for me to be, because I thought, "Why is that?"

So I was navigating that world, trying to figure that out, and also being fascinated by early childhood development—how the brain develops, and all that kind of stuff. I became fascinated with education, cognition, language acquisition—all that—from early on.



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Then I got into teaching English as a foreign language. Traveled around the world. Lived in Poland for a long time, among a few other places, just teaching. I'd spent about eight years out of the UK. I'm based in Liverpool in England. Then I came back to the UK, did what they call a PGCE—like a state teaching certification here—and worked in special educational needs for a few years. I worked as an assistant director of a language school in Poland, actually.

That's kind of where my coaching started.

I didn't see it like that at the time, but there were 20 teachers at the school and it was kind of ad hoc support in the moment.

And I quickly realized, "Hey—it's much better if people have their own wins because *they* came up with a lesson that works."

Or even if they had their own failures—if they came up with a car crash of a lesson—they got much more from it.

So spoon-feeding wasn't helpful.

I was just asking questions, letting people have the experience they were having, and watching their development.

Also realizing that I was getting a huge amount as a teacher myself from the lessons that went wrong.

It was as great as it is to have a perfect lesson every now and again.

And, you know, it doesn't feel great to have someone watch as your lesson melts in front of your very eyes—but I learned a huge amount from that.

Both about me and about others.

So I carried that with me.



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Then I wanted to coach in the education sector more.

And—long story short—it wasn't going to work for me to coach the teachers where I was.

So I had a decision to make: it seemed too early, but was I going to jump ship and go into a world I didn't understand?

Become an entrepreneur?

Set up businesses?

Because basically, I'd been in a gig that was very busy teaching—but you get told what to do.

You turn up, you've got your classes, you've got enough to keep you busy, but there's always something coming at you.

As with business—it's active in the sense that, if you sit on your ass and don't do anything, nothing's going to happen.

Suddenly, I was in this world of, "Wow, this is really different."

I was used to the monthly paycheck.

Now I was out there figuring it out.

Doing coaching courses—anything I could get my hands on.

And at the beginning, it felt very... intense.

I was wrapped up in the business *being me*.

I needed to prove something.

There was a lot of identity wrapped up in it.



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So I really burned out.

It felt like a huge amount.

I remember a six-month period where I was kind of floored.

I was doing some part-time teaching, kept a few clients on.

And I realized that it was almost like I'd been living with the feeling of, "I'm going to miss the bus."

I'd been living with that for a few years.

And it had taken its toll on the system.

I remember having this insight as I came around—wisdom in my system putting me on my arse, by the way, because I wasn't listening.

So in the end, the system went, "You need to rest, man."

What I remember thinking was, "Dude, you're not going to miss the boat. You're building a boat—and no one else can build your boat."

You can get caught up in all those stories: it needs to happen now, I'm too late, all that stuff.

Or you can create from this unique space of knowing you're inherently whole.

There's no business you could build that could possibly complete you.

Because businesses can't do that.

Businesses can help people.

They can sell products.



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They can change lives.

But one thing they cannot do—anything in the world of form cannot do—is complete us at that deeper level.

Because there's nothing wrong with us.

There is no “hole in our soul” as I used to feel.

That's made up.

That's a deficiency story we've been innocently running and believing.

So I had to wake up from that.

From then on, my business building—in both Present and Sober and Rebel Spirituality—has been different.

Business has its moments, right? As you and I both know.

But it's been joyous.

It's been full of love.

It's just entirely different.

I don't feel weighed down by it.

I feel energized.