

DR. SAMUEL JONES, CSP

A portrait of Dr. Samuel Jones, a Black man with a bald head, smiling warmly. He is wearing a dark blue pinstripe suit jacket over a white button-down shirt. A purple patterned pocket square is visible in his jacket pocket. His hands are clasped in front of him. He is wearing a black smartwatch on his left wrist and a ring on his left ring finger. The background is dark blue with vertical light streaks and diagonal orange lines.

YOUR PEOPLE HAVE MORE **INFLUENCE** THAN THEY THINK.

Keynote Speaker • Leadership Consultant • Momentum Mindset® Creator

*Helping associations, credit unions, and higher education leaders
turn change into meaningful progress.*



transformnowinc.com



drsamueljones.com

SPEAKER PACKET



A B O U T

DR. SAMUEL JONES, CSP

Dr. Samuel Jones, CSP, is a keynote speaker, leadership consultant, and creator of the Momentum Mindset®. He helps associations, credit unions, and higher education leaders strengthen influence, alignment, and meaningful progress during change.

With more than two decades of leadership experience, including higher education executive leadership, Dr. Jones combines practical insight, engaging storytelling, and actionable takeaways that help audiences move beyond inspiration toward implementation.

Why organizations bring Dr. Jones in

- ✓ Customized keynotes, breakouts, and training experiences
- ✓ Practical, actionable takeaways audiences can apply immediately
- ✓ A keynote style that combines substance, story, and strategy
- ✓ A message designed to continue beyond the event



Each time I have heard him speak, I have left the room inspired, motivated, and with lessons learned that are helpful in leading an organization and in life.

— **Jeff Merry**, President & CEO,
Volunteer Credit Union

Credentials & Experience

-  Certified Speaking Professional® (CSP)
-  Leadership speaker, consultant, and author
-  Former higher education executive and leadership trainer
-  Momentum Mindset® creator

SIGNATURE KEYNOTE EXPERIENCES

Two distinctive experiences helping people recognize their influence and turn change into meaningful progress.

01

Your People Have More Influence Than They Think.

Break Through the Beliefs That Keep Leaders and Teams Stuck.

A compelling experience that helps people recognize where they have influence, question perceived limitations, and move forward with ownership.

AUDIENCE TAKEAWAYS

- Recognize assumptions about control, capability, and authority.
- Distinguish what can be influenced from what cannot be controlled.
- Respond with greater adaptability and purposeful action.

02

Don't Just Manage Change. Create Momentum.

How Leaders and Teams Turn Influence Into Meaningful Progress.

A practical keynote that helps leaders and teams move beyond busy activity toward clearer alignment, accountability, and progress.

AUDIENCE TAKEAWAYS

- Identify where momentum is lost between intentions and actions.
- Align decisions, priorities, and team behaviors.
- Activate specific actions that build visible progress.

Customized topics for association leaders and teams.

These presentations are designed for association executives, staff teams, emerging leaders, and event audiences seeking practical growth and momentum.



01

From Pause to Progress

Leading Your Association Through the Moments That Matter Most

Recognize stalled initiatives, re-engage boards and teams, and develop a practical 30-day Momentum Map.

Identify where progress is pausing • Activate shared priorities and ownership • Create a 30-day action plan

02

Rewrite Your Momentum Mindset® Algorithm

How to Close the AI Readiness Gap and Multiply Member Value

Help staff and leadership close the human readiness gaps surrounding responsible AI adoption.

Examine skills, guardrails, and buy-in • Build confidence in responsible adoption • Reinvest time into greater member value

03

Ready Before the Title

How to Lead Yourself Now for What's Next

Prepare emerging professionals to lead from their current position and strengthen readiness, visibility, and trust.

Recognize defining leadership moments • Practice self-leadership in real situations • Build a 30-day readiness plan

A KEYNOTE EXPERIENCE BUILT FOR MORE THAN APPLAUSE.



Meeting planners and organizational leaders bring Dr. Jones in when they want more than a motivational moment. They want a message that connects, a speaker who customizes, and an experience that helps people take meaningful next steps.



Customized for Your Audience

Every keynote is adapted to the audience, context, and event goals.



Substance + Style

Dr. Jones combines engaging storytelling with practical insight and actionable takeaways.



Beyond Inspiration

The goal is not just to energize the room, but to influence how people think, align, and act afterward.



Flexible Delivery

Available for keynotes, breakouts, leadership development, and extended learning experiences.

“He opened my eyes and energized the entire group. Out of all the speakers I heard, his message resonated with me the most.”

— Nicolas Mager,
Great Lakes Credit Union

“Our members and staff loved his charisma on stage and the authenticity behind his message.”

— Jeff Merry,
Volunteer Credit Union



LET'S CREATE **MOMENTUM** FOR YOUR EVENT

Bring Dr. Samuel Jones, CSP to **your audience.**

Whether you need a keynote, breakout, leadership development experience, or customized presentation, Dr. Jones would welcome the opportunity to learn more about your audience and event goals.



READY TO BRING MOMENTUM TO YOUR NEXT EVENT?

Explore a keynote, breakout, or customized leadership experience designed around your audience and event goals.

SCHEDULE A DISCOVERY CALL →

TRUSTED BY ORGANIZATIONS INCLUDING



transformnowinc.com | drsamueljones.com

DR. SAMUEL JONES, CSP • TRANSFORM NOW, INC.