

Sam draws from years of church leadership and is well known for his dynamic and creative speaking ability. Believing in the possibilities and value coaching holds for emerging leaders motivated him to create "The Farina Group." The Farina Group is comprised of specialists in the field of coaching. Sam has achieved the title of Professional Certified Coach (PCC) with the International Coach Federation and gives focus to executive, individual and team coaching with the use of multiple assessments.

He holds a Doctorate of Ministry with an emphasis in professional coaching.

After pioneering to create the Assemblies of God Coaching Network, he continues to train coaches for the network and serves on their coaching board and task force. He hosts a monthly Coaching Skills Webinar.

Sam is married and lives in the Dallas metroplex with his wife Vicki who is an ACC Certified Coach. They are passionate for individuals, teams & organizations to achieve their full potential.