

# MAGIC HOUR PODCAST

CREATIVE PODCAST BY UNICORN MARKETING CO.

Sam Plavins | Ep 22 | Magic Hour Podcast

## Episode Summary

Welcome to Season 3 of *The Magic Hour Podcast*! In this episode, Hope Mikal sits down with Samantha Plavins, the founder of *She Walks the Walk*, a company that inspires women to embrace courage and take on adventurous challenges. Samantha shares her personal journey of leaving a successful career in finance, overcoming burnout, and finding her purpose through hiking and self-discovery. The conversation covers entrepreneurship, fear of failure, finding balance, the transformative power of walking, and Samantha's latest adventure hiking the Snowman Trek in Bhutan while filming a documentary.

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## Timestamps & Key Topics

### [00:00:15] – Introducing Samantha Plavins

- Hope welcomes Samantha to the show.

### [00:01:05] – What is *She Walks the Walk*?

- The creation story: leaving the corporate world to follow a passion.
- Encouraging women to stop just talking about their dreams and start *doing*.
- The company offers guided hiking experiences but is ultimately about building confidence and pushing through barriers.

### [00:02:40] – The Tipping Point: Leaving a Career in Finance

- Samantha's background: Working in a family business as part of her father's succession plan.
- Struggles with being in a career misaligned with her values and interests.
- The 2016 audit incident that triggered immense stress and self-doubt.

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- Realizing the industry was too rigid and mentally exhausting.
- The emotional weight of her father's expectations kept her in the role for four more years.

## **[00:06:24] – The Mental Health Toll of Staying Too Long**

- Anxiety and physical health issues due to work stress.
- Suppressing emotions as the primary breadwinner of the family.
- A mini-nervous breakdown every day.
- The journey to self-discovery: Walking the Camino de Santiago and deciding to make a change.

## **[00:07:52] – *She Walks the Walk* Today: Upcoming Trips in 2024**

- **Destinations this year:**
  - The Highlands of Guatemala.
  - Tanzania (including climbing Kilimanjaro and a safari).
  - Moab, Utah (a closer-to-home adventure for accessibility).
- Samantha prioritizes personally testing each trip before offering them.
- The importance of meeting women where they are and making adventures more accessible.

## **[00:13:51] – Samantha's Recent Trek to Bhutan & The Snowman Trek**

- Bhutan: A small country nestled between China and India.
- The Snowman Trek: One of the most difficult hikes in the world.
- The connection between Bhutan's *Gross National Happiness* philosophy and Samantha's search for fulfillment.
- Osprey's sponsorship of her documentary project.

## **[00:18:48] – Filming a Documentary in Bhutan**

- Partnering with filmmaker Kendra Slagter.
- Initial struggles: Getting extremely sick on the first night of the trek.
- 70 horses and 24 support staff for the expedition.
- Meeting the King of Bhutan (while Samantha was recovering from illness).
- Bhutan's unique culture and how its people truly embody happiness.

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- Upcoming premieres in Seattle, Toronto, and Thunder Bay in late spring.

## **[00:24:40] – Lessons from Bhutan: Success Does Not Equal Worth**

- The Western mindset of equating success with happiness.
- The impact of stepping away from hustle culture.
- Returning home and struggling with the pull of ambition.
- The desire for peace, quiet, and time in nature.

## **[00:29:29] – Fear of Failure & Self-Promotion in Entrepreneurship**

- The challenge of putting oneself out there in business.
- Struggles with self-promotion and social media.
- Shifting from fear and shame to embracing authenticity.
- Recent mindset shift after listening to *The School of Greatness* podcast.
- Realization: “We’re not for everyone, and that’s okay.”

## **[00:34:57] – Facing Criticism & Embracing Imperfection**

- Dealing with negative feedback, including being called sexist for running a women-focused company.
- The importance of creating a safe space for women.
- Overcoming harsh criticism and moving forward despite the haters.

## **[00:42:14] – Balancing Ambition with Rest & Peace**

- Struggles with productivity obsession and burnout.
- The importance of slowing down and appreciating small moments.
- Meditation and mindfulness as key tools.
- Meditation as a structured practice to disconnect and reset.

## **[00:47:30] – Walking as Meditation & Healing**

- Walking as the most underrated form of therapy.
- The power of solo walks without distractions.
- Samantha’s experience walking the Camino and how it changed her.
- A book about her Camino journey is in the final editing stages.

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## [01:02:47] – Writing a Book About the Camino

- A memoir-style book similar to *Wild* by Cheryl Strayed.
- Aimed at women questioning their life paths.
- Expected release: Late 2024.
- Decision pending: Traditional publishing vs. self-publishing.

## [01:07:07] – Film Inspiration: *500 Days in the Wild*

- Discussion of the documentary about walking across Canada.
- Connection to themes of self-discovery and solitude in nature.
- Living with less and reconnecting with what truly matters.

## [01:09:44] – Final Thoughts & Wrap-Up

- Samantha's journey is an inspiration for anyone seeking change.
- The importance of taking that *first step*.
- Where to follow Samantha's work and upcoming documentary screenings.

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## Resources Mentioned

- She Walks the Walk – <https://shewalksthewalk.com>
- She Walks the Walk Community - <https://community.shewalksthewalk.com/>
- Osprey Backpacks – <https://www.osprey.com>
- The School of Greatness Podcast – <https://open.spotify.com/show/07GQhOZboEZOEllysnFLipT>
- Camino de Santiago Info – <https://www.caminodesantiago.me/>
- 500 Days in the Wild Documentary – <https://500daysinthewild.com>
- Calm Meditation App – <https://www.calm.com>
- Chopra Institute - <https://www.chopra.com/>

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## Where to Connect with Samantha Plavins

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- Website: <https://shewalksthewalk.com>
- Instagram: [@shewalksthewalk](https://www.instagram.com/shewalksthewalk)
- Upcoming Documentary Screenings: Seattle, Toronto, Thunder Bay (Spring 2025)

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## Thank you for listening!

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