Simon T. Bailey

CEO of Brilliance360.ai and Executive Advisor

LEAD FROM WHERE YOU ARE STANDING™ Seven Human Capabilities for Leading Through Permanent Uncertainty 60 minutes | Keynote | please delete Based on Amplify Hope Lead from where You Are standing. The future isn't waiting for anyone to catch up. Skills are changing. Expectations are rising. Career paths and industries are being reinvented. And across organizations, professions, and communities, people are asking increasingly human questions: Where do I fit? What should I learn? What can I influence? And how do I move forward when I can't see what's coming next? No one can promise certainty. But we can learn to create clarity, strengthen capability, expand agency, and build credible hope—even while the ground is moving. In this high-energy, research-informed keynote, Simon T. Bailey introduces the Seven Arrows™—distinctly human capabilities that equip people to navigate uncertainty, lead from where they are standing, and turn disruption into forward momentum. The Seven Arrows, each one a human capability that becomes more valuable as it's implemented

Create Customers for Life Five Platinum Service Principles That Turn Moments Into Lifelong Loyalty Your competitors can copy your pricing, your product, and your technology. What they cannot copy is how a customer feels three minutes after hanging up. That has always been true. In an AI world it becomes the entire competitive position — because everything else is now replicable at speed, and emotion is the one thing that isn't. For more than twenty years, organizations across healthcare, hospitality, food service, veterinary medicine, and professional services have implemented Simon T. Bailey's SPARK methodology and produced results they can point to: What SPARK Is SPARK is a human-experience operating system built for an AI world — where empathy, personalization, and emotional connection stop being nice-to-haves and become the only advantages that can't be automated. It was born at the Walt Disney World Resort®, where Simon spent years inside the operation that set the global standard for service, and refined across two decades of implementation in healthcare, hospitality, food service, and veterinary medicine. How to anticipate the need nobody voiced. How to create emotional resonance in ninety seconds. How to build loyalty that outlives a transaction.