

Simon Bailey

Brilliant Resilience Researcher

Resilience Is Your Superpower. Built for This Moment: How to Turn Pressure into Power, Influence, and Career Leverage This Next Level experience is designed for rising leaders, new graduates, middle managers, executives, coaches, and business owners—who are shaping their next chapter in a fast-changing world. In this 60-minute session, Simon T. Bailey will share practical tools you can use immediately to strengthen resilience, increase influence, and lead with greater confidence—no matter where you sit in the organization. Using the language of growth, stretch, and shape, this session helps you understand how to move from where you are to what’s next—without burning out or shrinking back. You’ll learn how to turn everyday pressure into momentum, how to communicate with clarity and credibility, and how to lead in a way that opens doors rather than drains energy. You’ll walk away with simple frameworks, usable language, and real-world strategies you can apply the very next day at work, in business, and in life. You are already resilient. This session helps you shape that resilience into influence—at the Next Level.

HOPE-POWERED LEADERSHIP: The Skill AI Will Never Automate. In a workplace defined by exhaustion, rapid change, and AI-driven disruption, organizations need more than efficiency — they need leaders who restore belief, stability, and forward momentum. Hope-Powered Leadership™ is Simon T. Bailey’s groundbreaking framework showing why hope is not soft — it is the ultimate human advantage in the age of AI. This keynote experience is anchored in Simon’s nationally recognized research, *The State of Working America: Thriving in Resilience and Brilliance*, and draws from his forthcoming book, *Velcro Leader – Amplify Hope in Everyone* (releasing Fall 2026). Rooted in virtue-based ethics and elevated through the Velcro Leadership™ Framework, Simon equips leaders with a future-ready architecture for inspiring people and activating brilliance at scale. This is next-decade leadership design for organizations becoming more human in a high-tech world. Your leaders will learn how hope functions as: An incentive that increases intrinsic motivation, ownership, and collaboration. A connector of virtues such as trustworthiness, resilience, courage, and encouragement. A strategic lever that strengthens culture, accelerates execution, and unlocks high-performance behaviors AI can never replicate. **Key takeaways include: Hope as a Strategic Lever of Performance** Leaders discover why hope is a measurable, research-backed predictor of engagement, innovation, and productivity — and how to operationalize it to strengthen culture and accelerate results. **Lead Through Uncertainty with the Velcro Leadership™ Rhythm** Simon reveals a practical rhythm from his upcoming book that stabilizes teams, reduces burnout, and provides structure and consistency in an unpredictable, AI-disrupted workplace. **Three Micro-Habits to Amplify Hope Daily** Your leaders leave with actionable habits that increase clarity, emotional safety, and forward momentum — improving trust, belonging, and team brilliance immediately.

SPARK — Create Customers for Life: Five Platinum Service Principles That Turn Moments Into Lifelong Loyalty. For more than twenty years, organizations across healthcare, hospitality, food service, veterinary science, and professional services have implemented Simon T. Bailey's SPARK methodology and achieved measurable, bottom-line results: A three-year patient experience transformation that made a regional hospital attractive enough to be acquired by a \$1B healthcare system. A hospitality division that earned Expedia recognition for breakthrough gains in customer satisfaction. A national food and facilities management company that licensed SPARK for all 3,500 employees, seeing immediate ROI in engagement and experience scores. A leading pet pharmaceutical brand that brought SPARK to hundreds of veterinarians nationwide, helping elevate the client experience and build deeper trust. Few people understand the anatomy of customer experience better than Simon T. Bailey, who brings 37 years in the hospitality industry and his experience as former Sales Director of the Disney Institute, one of the world's most respected authorities on service excellence. **What Is SPARK?** SPARK is a human-experience operating system designed for an AI world — where emotion, personalization, empathy, and connection are not “nice to have,” but the defining competitive advantages that AI can never replicate. Born from what Simon learned during his years with The Walt Disney World Resort® and through work with The Ritz-Carlton Learning Institute, SPARK distills the service philosophies of the world's most iconic experience brands into a simple, modern, and actionable framework. It reflects the lessons he learned at the feet of the very best—how to anticipate unspoken needs, create emotional resonance, and build loyalty that lasts a lifetime. At its core, SPARK teaches that emotion is the true currency of customer experience. When a team learns how to consistently create emotional connection, everything changes. SPARK transforms teams, elevates morale, and turns everyday moments into magnetic experiences customers never forget. **Key Takeaways Elevate Every Interaction Into a Loyalty-Building Moment** Leaders and teams will learn how to transform routine touchpoints into memorable experiences that create emotional equity, strengthen trust, and keep customers coming back. **Apply the Five Platinum Service Principles Across the Entire Organization** Participants will walk away with a simple, repeatable framework — from frontline to senior leadership — that boosts engagement, accelerates performance, and aligns everyone around a shared service mindset. **Build a Culture That Consistently Sparks Customer Love** Learn how to operationalize SPARK so it becomes a daily habit, not a one-time training. The result: teams that are energized, customers who feel valued, and a brand that thrives even in an AI-driven world.