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## **Leading with SPARK: Create a Culture Where Everyone Matters**

Transformational leaders are divergent thinkers who refuse to settle for a status quo culture. They are relentless in creating an environment where everyone belongs and brings their best selves to work.

This is a conscious inclusive mindset that fosters growth, high performance, and trust. Culture is more than the mission and vision of the organization. Culture happens when no one is looking. As business changes at the speed of light, an organization's culture will stand the test of time if it's built on the right foundation.

Leading with Spark is understanding that the purpose of leadership is to invite men and women on a journey to discover the leader within themselves while they're following you. A leader can only take people to a place that he or she has already experienced.

Leading with Spark is understanding that innovation only happens when everyone has a seat at the table and their voice can be heard.

Leading with Spark is releasing the need to always be right and shifting to creating a culture that evolves from "me to we".

Forward thinking leaders are forward looking leaders who understand the difference between effectiveness and busyness. Culture is the game changer that attracts talent, engages customers, and establishes a brand in the next decade.

### **Key Takeaways for Leading with Spark:**

- What is culture and how to establish one where everyone believes that they belong
- How to create a deeper connection with talent so that they become the ambassadors for the brand
- Spark a relationship with customers by understanding culture + connection + customers = revenue





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## **SPARK: Act like an Employee and Think like a CEO**

Men and women with SPARK understand that a paycheck is given to people who show up, and opportunities are given to those who think and work beyond what they are paid to do.

This is a fresh way of thinking in 2020 and beyond. As CEO (Chief Execution Officer) of your life, you're intentionally accountable to having a fluid career vision, high performance behaviors, positive habits, and consistent execution. You have the uncanny ability to produce uncommon results in uncommon times.

Are you that person that the organization cannot live without?

Team Members with SPARK are transformational thinkers that positively impact everyone else around them by raising the vibrational level to produce tangible results. When everyone else is saying NO! Team members with SPARK find a way to say YES!

Men and Women with SPARK are leaders without titles who leverage relationship capital to do what is common in an uncommon way.

Men and Women with SPARK stop waiting for human resources to assign a new role and pivot from a job description to doing meaningful tasks.

Men and Women with SPARK fire themselves from their jobs and re-hire themselves as "intrapreneuers" intending to take *their* organization to the next level.

When I served as Sales Director at Disney Institute, I learned when I sparked moments for the people I was serving, I also sparked something in myself. I realize we spend so much time at work, if we're going to revolutionize our lives, we have to leverage the moments we're on the clock. Now, I'm dedicated to helping you uncover your inner fire and grow it each and every day. I want to teach you the mental algorithm to be a SPARK so that you can accelerate your results.

### **Key Takeaways for SPARK: Act like an Employee and Think like a CEO**

- How to upgrade your skill and stop waiting for the organization to do it for you.
- Be an Influencer who understands what's happening at 30,000 feet and can execute at 500 feet.
- Build Relationships with the C-Suite through proximity positioning.
- How to leverage the eyes and ears of others throughout the organization.
- Follow the money by obtaining financial intelligence.
- How to understand and navigate the internal culture to get things done.
- Speaking is the New Marketing – learn how to use your mouth and mind to advance your career





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## **Be the Spark: Five Platinum Service Principles for Creating Customers for Life**

Customer Service is department.

Customer Love is mindset.

Do customers love your brand? Do your employees love your brand?

If so, then you have the secret sauce to becoming unforgettable to those you serve. In a world of information and interaction overload, SPARK ignites an emotional experience that causes customers to Velcro themselves to you and recommend your brand to their sphere of influence.

Where there is no SPARK, there is no joy. Where there is no joy, there is no hope; and where there is no hope, there is no passion. Without passion, a job is just a job. A business is simply something to do instead of something that makes a difference in the world. However, when a business finds its spark it transfers psychological ownership to all employees to emotionally connect instead of being mechanical in creating memorable moments.

This learning experience will equip you with simple ways to operationalize SPARK within your organization.

### **Key Takeaways from Be the Spark – Five Platinum Service Principles**

- See them as Guests
- Personalize the Experience
- Anticipate and Uncover Needs
- Respond with Immediate and Appropriate Service
- Keep them Loyal Through Acts of Kindness

