



There is an entire section
in the bookshop
called Self-Help,
but what we really need is
a section called
Help Others.

Simon has devoted his professional life to help build the Help Others industry.

He envisions a world in which the vast majority of people wake up every single morning inspired, feel safe wherever they are, and end the day fulfilled by the work they do. Simon is an unshakeable optimist who believes in our ability to build this world together.

A trained ethnographer, Simon is fascinated by the people and organizations that make the greatest and longest lasting impact. Over the years, he has discovered some remarkable patterns about how they think, act, and communicate, as well as the environments in which people operate at their natural best.

Simon may be best known for his TED Talk on the concept of WHY, or his viral video on millennials in the workplace—each of which has garnered 80+ million views. He continues to share inspiration through his bestselling books, his podcast, A Bit of Optimism, and his publishing partnership with Penguin Random House: Optimism Press.

His unconventional and innovative views on business and leadership have attracted international attention, and he has met with a broad array of leaders and organizations in nearly every industry. He frequently works with different branches of the US Armed Forces and agencies of the US government, and is an adjunct staff member with the RAND Corporation—one of the most highly regarded think tanks in the world.

Simon is also active in the arts and in what he likes to call the for-impact sector. In 2021, he founded The Curve: a diverse group of forward-thinking chiefs and sheriffs committed to advancing his vision for modern policing. Their aim is to build a profession dedicated to protecting the vulnerable from harm. They are finding new ways to develop leaders and reinvigorate community relations.

Every day, Simon pursues his WHY: to inspire people to do what inspires them so that, together, we can change our world for the better.

Join the movement and inspire on.