



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

Simon is a spark that ignites passion and ideas. 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. As an unshakeable optimist, he 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, and also the environments in which people operate at their natural best.

Simon may be best known for his TED Talk on the concept of WHY, which has been viewed over 60 million times, and his video on millennials in the workplace—which reached 80 million views in its first week and has gone on to be seen hundreds of millions of times.

He continues to share inspiration through his bestselling books, including global bestseller *Start with WHY* and New York Times bestsellers *Leaders Eat Last* and *The Infinite Game*, as well as his podcast, *A Bit of Optimism*. In addition, Simon is the founder of The Optimism Company, a leadership learning and development company, and he publishes other inspiring thinkers and doers through his publishing partnership with Penguin Random House called 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 with not-for-profit work, or 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 reform modern policing from the inside-out. Their purpose is to build a profession dedicated to protecting the vulnerable from harm while advancing a vision of a world in which all people feel justice is administered with dignity, equity, and fairness.