



Simon Trevarthen, Founder

Elevate Your Greatness founder and Chief Inspiration Officer, Simon Trevarthen (just call him Simon T), is passionate about helping others achieve their greatness. For more than 15 years, he has focused his energy on finding and igniting the passion in others, helping them become outstanding people, both personally and professionally.

An international keynote speaker, he inspires, entertains and educates audiences with success stories of innovation, inspiration and cultural change.

- Simon has addressed over 25,000 people at conferences, training seminars and workshops.
- In East Africa, he was invited to speak at an Innovation Conference funded by the World Bank.

As the creator and driving force behind a series of dynamic leadership seminars and workshops, Simon has facilitated hundreds of strategies and sparked energetic conversations about innovation with leaders throughout the world.

- Simon's keynotes and workshops include business retreats, science centres, museums, law firms, youth leaders, civic activists, police organizations, government agencies and professional associations.

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A story teller and strategist, he has a deep knowledge of public agencies, government organizations, not-for-profits and the private sector. Having led transformative change in complex, large organizations, he has helped executives navigate the path to achieving breakthrough results, organizational culture shifts and game-changing innovation.

- Simon has facilitated dozens of board and leadership planning, vision and mission strategies and has sparked objective dialogue within executive teams. His intervention has resulted in a clear, succinct and engaging vision for the future direction of the organizations he has served.

Simon is a passionate student of complex organizational human-centric design and innovation techniques, and has led multiple idea-generator sessions on service and strategy innovation in the public and private sectors. He has applied his deep experience of change in the public sector to transformative projects in finance, education and health, with over 20 complex lean innovation projects in the healthcare sector.

Global in viewpoint but local in impact, he has led consulting engagements and dynamic leadership training in Africa, the Middle East, Europe and North America. Simon has also worked as a freelance journalist based in the West Bank, covering the Mid-East peace process, as a TV producer for an Arabic satellite news channel and as a journalist and international spokesperson for major humanitarian organizations in post-conflict countries. An avid cyclist, Simon once rode from Malawi to Cape Town (4,500 km) and has completed numerous long-distance charity rides. He has also cage-dived with Great White Sharks in South Africa:

- Simon was a strategy consultant on a project to transform Jordan's education system. Funded by the Canadian International Development Agency (CIDA), he delivered the mandate, governance structure and policy development process for the Strategic Policy and Planning Secretariat at the Jordanian Ministry of Education. The secretariat became the focal point for the ministry's national reform process, so that schools and student learning would support the transition to a knowledge-based economy. Where previously policy decisions had flowed vertically through silos, the new strategy provided cross-cutting analysis and policy recommendations that were vital to the successful large scale transformation agenda, and the Ministry's 80,000 employees.

- Simon developed the Innovation, Change Management and Presentation Excellence Curriculum for the Ugandan Civil Service College, funded by the World Bank. This was one of the first public-sector leadership academies in East Africa, where Simon taught innovation to over 1,500 African public and private sector leaders.



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• Simon completed senior level peacekeeping training on key issues in complex emergencies and post-war reconstruction, including field training in Bosnia. In the aftermath of the 1999 Kosovo conflict, he was the international spokesperson for Doctors without Borders (Médecins Sans Frontières/MSF) in Kosovo, Macedonia and Albania. In this complex, unstable and violent post-conflict environment, his role was threefold:

1. To use the international media to shape public understanding of the conflict's humanitarian issues
2. To lobby NATO (K-For) military forces and international organizations (such as the UN) to improve basic service and to protect vulnerable groups.
3. To raise the profile of the organization's work in post-conflict emergency and crisis environments.

Simon succeeded in creating awareness about the many impacts of unexploded landmines and cluster bombs, which were a real danger for the 750,000 returning refugees—especially children. He developed a multi-faceted strategy with local and international media to bring the issue to public attention, change policy and help the people of Kosovo. Drawing on extensive international media contacts, he began to seed the story of the need for NATO to concentrate on greater de-mining activities, to be forthcoming on the range of cluster bombs they had used during the conflict and to provide photographs for a local public awareness campaign about the threats of unexploded devices. By arranging and conducting interviews with medical and de-mining experts, he secured radio, TV and print coverage across Europe. Working closely with journalists that were on the ground and leveraging the brand and reputational trust MSF had built with local hospitals, communities and schools, he was able to gain access to mine victims, teachers and doctors. On behalf of the humanitarian organization, Simon obtained extensive coverage, including the New York Times and CNN. BBC Television News also ran a feature story on its prime-time newscast.

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