



## Rita Bailey

**Former Director of People, Southwest Airlines**

When asked what kind of business she's in, the answer is, "The People Business."

Her personal mission is to Liberate the Greatness in Individuals and Organisations.

As the Founder of QVF Partners, Ltd. and Co-Founder of Up To Something Partners, LLC, she establishes relationships with individuals and organisations committed to creating People centric cultures and leveraging their greatest strengths.

Rita is co-author of Destination Profit – Creating People-Profit Opportunities in Your Organisation. She has been quoted in several business magazines, newspapers and interviewed on a host of radio programs on topics of developing people oriented cultures that engage employees and connect them to the business. She is currently co-authoring a book about People who are "Up to Something".

During her 25 years at Southwest Airlines, Rita enjoyed a wide range of professional experience, from Customer Service to Sales & Marketing, from Public Relations to Human Resources, culminating in her appointment as head of Southwest Airlines University for People. In that capacity, she directed a 36-member team that focused on Leadership and Career Development for over 32,000 employees, helping it emerge as one of the premiere businesses in America and consistently cited among the "Best Places to Work".

She served as past Chair for ASTD (American Society of Training and Development) and currently serves on advisory boards and committees for various industries including healthcare, technology, manufacturing and training.

Rita travels worldwide, sharing a passionate message of encouragement for organizations and individuals who want to transition or transform their cultures. She not only tells you "what" but also provides the "how to" for people-profit results.

She is a faculty contributor at SMU, Cox School of Business in Dallas, Texas, where she designs and facilitates Customized Executive Leadership programs.

### Strong Beliefs

Anyone can achieve their dreams if they have clarity, courage, commitment and are connected to purpose.  
Attitude is Everything

### Themes

Organisational Culture  
Talent Management Strategies  
Developing Leaders at all Levels  
Recruiting and Hiring Strategies  
Customer Service  
Creating FUN Work Environments  
Developing Learning Communities  
The Southwest Airlines Way  
Leveraging Culture for Bottom Line Impact  
Destination Profit – Creating People Profit Opportunities  
The Heart of Leadership  
Attitude is Everything

### Contact

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