

## **Eric Bailey**

## Motivational Speaker, Leadership Expert, & **Champion for Personal Development**

Eric Bailey is a powerhouse in the world of motivational speaking, leadership, and personal development. With over 30 years of experience captivating audiences across 13 countries, he combines the raw, unfiltered power of his personal journey with strategic insights that resonate with individuals at every level, from frontline staff to CEOs.



As the CEO of NLR Group, a \$30 million organisation, Eric brings a unique blend of leadership and vision to

his speaking engagements. His professional background as a former elite basketball player in Australia's National Basketball League (NBL), combined with his role as a highly sought-after speaker and trainer, gives him a deep understanding of culture-building, teamwork, and resilience in both the corporate world and in life.

Eric's personal story is nothing short of extraordinary. Told he would never walk, read, or live past 14 due to a rare bone disease, and raised amidst the violence of the Watts Riots in South Central Los Angeles, Eric defied every expectation to become a pioneer in the NBL, a successful entrepreneur, and now, a respected CEO. His message transcends adversity, race, and economic barriers, showing that where you start doesn't have to define where you end up.

Eric's signature program, "Championship DNA", distills the mindset and winning strategies that helped him overcome seemingly insurmountable obstacles. Through his high-energy, engaging style, Eric helps individuals and organizations unlock their own potential to thrive in the face of challenges. He brings a message of empowerment, resilience, and strategic leadership, helping teams and organisations develop a culture that is strong, cohesive, and success-driven.

Eric's speaking is not just about motivation—it's about real, tangible transformation. He empowers people to push past their limits and think bigger, whether they're in the boardroom or the field.

He is a Certified Speaking Professional (CSP) - One of the most prestigious designations awarded to speakers worldwide, earned by fewer than 12% of professional speakers.

In 2025, Eric was named Australia's 2025 Motivational Speaker of the Year by the Evergreen Awards, recognising his exceptional impact in the speaking industry.

Whether delivering keynotes to top executives or engaging with employees on the frontlines, Eric's dynamic presentations leave lasting impressions, ignite action, and drive results.



Now, as he expands his impact with his new position as CEO, Eric's message is more relevant than ever: Leadership isn't just about strategy—it's about heart.

## Eric Bailey talks about:

- Leadership & Team Culture: How to build and sustain a high-performance team, foster collaboration, and drive business growth.
- Personal Resilience: Practical strategies to overcome adversity, handle setbacks, and unlock your personal potential.
- Championship DNA: A proven blueprint for success, based on Eric's unique life experiences, from sports to business to personal triumphs.

## Client testimonials

- "Eric has brought our workers closer together, reduced absenteeism and improved communication. Eric displayed substance with style and passion. Rated 10 out of 10!
- Filtronics Pty. Ltd, Asia Pacific Exports International
- "He worked with us and gave so much of himself that each staff member and executive leader walked away feeling positive and touched that this man could share such personal reflection in such a motivational way. Even our most negative staff member turned the corner. That says something about the skills, tools, and ability of this man to effect change from the bottom up!
- Suncorp Financial Services
- "Eric had a vision that was perfectly aligned to what we experience each and every day. WOW! His ability to engage his audience was infectious and powerful beyond my expectations. I saw grown men cry when Eric relayed his very personal story of birth and setbacks. What makes Eric so unique and effective? He is real! He researched our industry thoroughly and interpreted it brilliantly. His balance of wit, humour and pathos left our team wanting more.
- RE/MAX Vision Real Estate, Convenor Australasian Convention
- Eric was a speaker at our recent AMP Financial Planners Association Conference and was highly regarded and respected as a speaker from our attendees. His talk inspired all to go for it and 'take the shot'. Over ninety five percent of our attendees rated Eric as either Exceptional or Very Good and all stated they would like to have him back to speak. Eric has a powerful message and is energetic in his style....I would have Eric back to speak at any of our future conferences.



- AMP Financial Planners Association Inc.

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