

Bailey Parnell

Entrepreneur. Educator. Speaker.

Fast Facts

- ✓ Founder & CEO, SkillsCamp Soft Skills Training
- ✓ Canada's Top 100 Most Powerful Women
- ✓ TEDx and international keynote speaker
- ✓ Social media and mental health researcher
- ✓ 12+ high-value awards and accolades
- ✓ Featured in popular international media

Full Biography

Bailey Parnell is the Founder & CEO of SkillsCamp and was named one of Canada's Top 100 Most Powerful Women. Bailey is a TEDx speaker with near 1 million views, an award-winning digital marketer, and a businesswoman with a talent for helping people develop the skills they need for success. Her work and expertise have been featured in Forbes, CBC, FOX News, Flare Magazine, and more.

Bailey's company SkillsCamp is a soft skills training company that works with businesses and educational institutions to help their staff and students develop the essential skills needed for personal and professional success - skills like personal branding, stress-management, emotional intelligence, and more. Before this, she built up her career bringing digital student engagement to Canadian higher education through her work at Ryerson University - models that has since been shared globally.

Bailey frequently speaks about social media and mental health, soft skills, intergenerational understanding, and being a woman in business. She guest lectured my first MBA class at 21 and has since spoken to over 100K people.

Bailey is finishing up her MA in Communications and Culture, part-time at Ryerson University with research focused on social media's impact on mental health, the results of which have been shared at the World Youth Forum in Egypt. She is also an honors graduate of the the RTA School of Media majoring in Media Production and double-minoring in News Studies and English.

Previously, she has worked in social media marketing at CBC and Bell Media; assisted instructors in Seneca College's Social Media: Graduate Certificate Program; taught English abroad, and has worked as a local news reporter on Rogers TV.



Popular Topics

#SafeSocial: Social Media's Impact on Mental Health

Social media has quickly become as synonymous with the internet. In fact, studies show the average person spends almost 2h/day on social networking sites. No doubt, social media can be very beneficial and used for good, but there's a dark side to the networking as well. How is this activity we spend so much time doing actually affecting how we think and feel? What is happening in the social media world and how is it affecting the mental health of us and our students? Adapted from its original TEDx talk, this talk will draw from research and experience to illustrate the current social media landscape, explain the effects it has on us every day, and provide suggestions for #SafeSocial.

The Hard Thing About Soft Skills: How To Build A Future-Proof Workplace

As of 2018, LinkedIn Learning reported that 92% of executives believe soft skills are equally or more important than technical skills and yet, that 89% of them still found it difficult to find people with these skills. Soft skills are the most important skills to have and tend to be the hardest skills to learn. As we look to the future of work, particularly in the face of automation and AI, we must find a way to teach these critical skills more widely. Having built up SkillsCamp, her soft skills training company over the past few years, Bailey has helped with every kind of organization build soft skills in their people, from Fortune 500 companies and startups to governments and educational institutions. In this talk, she shares her learnings from this work as well as an enthusiastic path forward to a place where everyone has access to this necessary skill-building.

Let's Talk About Age: Navigating the Intergenerational Workforce

Though some companies are already there, by 2025, millennials will make up nearly 80% of the workforce. As this generation eagerly grows, so does a misunderstanding and divide between millennials and the older generations they work alongside. How do we increase empathy between generations? How do we motivate millennials while still reaching business goals? This session will explore the defining characteristics of millennials, how to foster intergenerational understanding in the workplace, and how to successfully engage and retain this connected generation.

Finding Entrepreneurship: Chasing Ikigai as a Woman in Business

We're often told to find our passion, but we're not told how. Through the story of how I came to be an entrepreneur, this talk will show a model for finding your passion that incorporates what you love, what you're good at, what the world needs, and what the world will pay for. We're often told to find our passion, but we're not told how. Through the story of how I came to be an entrepreneur, this talk will show a model for finding your passion that incorporates what you love, what you're good at, what the world needs, and what the world will pay for.



Select Awards

1. **Canada's Top 100 Most Powerful Women**
Women's Executive Network
2. **#HowIMadeIt List of 100 Women Changing the World**
FLARE Magazine
3. **Young Female Entrepreneur of the Year, Bronze**
Stevie Awards for International Women in Business
4. **Young Entrepreneur of the Year, Top 3**
Toronto Board of Trade
5. **Marketer of the Year: Not-For-Profit**
Canadian Association of Marketing Professionals (CAMP Awards)
6. **Startup Canada Young Entrepreneur Award, Finalist**
Startup Canada
7. **Delvinia Innovation & Entrepreneurship Award**
Delvinia Group
8. **Best Marketing Initiative, #RoadToRyerson, Gold**
Canadian Council for Advancement in Education

Select Clients



As Seen In.



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