

Canada's [Creative] Coach

GERRY VISCA

With more than 15 years experience and hundreds of award-winning creative campaigns under his belt, **Gerry Visca** has dedicated his work to helping individuals and businesses “creatively transform themselves”. Gerry will teach you how to **Think BIG** and attract the things you want most; how to creatively engage your clients and your team; how to employ the power of personal branding to develop meaningful experiences; offer fresh content on strategic marketing; and how to stand out from the competition to creatively transform yourself to thrive in today’s marketplace.



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CREATIVE®

Unleash your Creative Energy

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Gerry Visca's Ten Laws of Creative Excellence

- 1. Uncover your natural ability** - We all have a core genius inside of us, put on this earth for a reason, uncover your inner genius and align all of your actions into doing what you should be doing.
- 2. Condition your mind** - Once you start to understand that what you know has greater impact than what you have been taught in the past, you will start to attract the things you want most. The brain processes over 4 billion thoughts a day, your mind can only process 2,000 of them, so start to recondition your subconscious mind to focus on what you want most.
- 3. Create your own opportunities** - Don't wait for the opportunities to find you, go after them, align your actions with the things you want to create and start creating them now. This is your time, get excited and inspire others around you, focus on creating your life rather than defining your past life. Today is a whole new day, so start now.
- 4. Employ visualization and affirmations** - A great way to shift your creative energy is to start focusing on what you are most grateful for. As you start to manifest the things you are focused on, be grateful for receiving it. Use the power of affirmations on a daily basis and focus on the end result.
- 5. Develop your personal brand** - Focus on developing your own personal brand, what do you want people to feel about you? What are the characteristics and emotions that you want to leave people with?



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6. Build momentum - The key to kick start anything is to kick start it! Don't get caught up in over analyzing everything. Avoid letting yourself get in the way. Declare your intention and go after it, build momentum and get others around you engaged.

7. Collaborate and attract - You don't have to do it all on your own, use the power of collaboration to become even better than you currently are. Surround yourself with positive, creative and inspiring people.

8. Differentiate - When everyone else ZIGS this is the time for you to ZAG. Do whatever it takes to stand out, don't conform, re think everything, challenge opportunities. Be remembered as an individual or business that stands out. Focus on standing out and building awareness.

9. Become a master presenter - You have the power to engage and motivate your audience. Be present and focus on inspiring them to action. Your words have the power to transform so make every conversation meaningful and make it matter.

10. Live life with passion - You have one life to live, so start living it with passion and enthusiasm. Achieve balance in all aspects of your life, focus on you and what you want most.

For more information to book Gerry Visca for your next event, contact National Speakers Bureau at 1-800-360-1073 (Central Canada /east coast) 1-800-661-4110 (west coast) or visit www.nsb.com.



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