



# TheTANK™

an NSB | Gerry Visca Newsletter

Winter **09** | **Newsletter**

## **What's Brewing?**

**Inspired Entrepreneurs  
Boot Camp BUZZ  
Innovation Boot Camp®**

Emily's Epilogue on Travelling with Gerry  
Frothy TIPS



## Gerry Visca

Chief Creative Officer | International Speaker

Greater Fort Erie Chamber of Commerce Ontario, Canada  
Branding Boot Camp | Oct. 2009  
Photo courtesy of Karen Audet

Welcome to the Winter issue of **THE TANK™**, an NSB | Gerry Visca newsletter designed to inform, illuminate and educate you on Canada's hottest speaking sensation, Gerry Visca and our infamous Branding Boot Camp® Tour.

IBM CEO Samuel J. Palmisano quoted:  
*"The way you will thrive in this environment is by innovating - innovating in technologies, innovating in strategies, innovating in business models."*

My message and theme for this newsletter is Innovation and the power to motivate and engage employees to a new level of creative magnificence.

Since our fall newsletter I have delivered a wide array of inspirational Boot Camps, a second BIG THINK event and a new presentation titled **GET INNOVATIVE**. This will be my fourth book published in 2010, *The Laws of Innovation*.

To reach a new level of magnificence, it is absolutely crucial that you get innovative and seek new ways to engage your team. For many of us, we have never challenged our full potential for greatness or pushed the envelop as to what is possible for us. To Innovate, to elevate and step up to the next level. What would that look like for you or for your business?

For the past 9 months I have had the pleasure of delivering a myriad of Branding Boot Camps®, nationally and internationally helping entrepreneurs and businesses get more creative with their approach to their personal and business lives. My goal with every Boot Camp centres around igniting my delegates to action and helping them harness their creative potential. The result, is an inspired audience with a new creative awareness and drive to go after what it is that they want most. Many of them are focused on creating their desired lives and not waiting for the change but rather driving the change. I love being a part of their lives, their enabler their spark of imagination and potential. I help them get out of their own way so they can dream of what is possible for them.

As I venture into 2010 I am focused on reaching another 100,000 people and igniting innovation and creativity within themselves and their teams.

A special thank you my speaking agency The National Speakers Bureau and Emily Mylks, with you life is just better.

# Gerry





## The Laws of Innovation

For the past several months I have been diligently working on a new presentation that I unveiled on November 5th, 2009 to the Ontario Chamber of Commerce heads titled **GET INNOVATIVE**, *The Laws of Innovation* designed to build innovative cultures. For the past 10 years, my partners and I have promoted ourselves as The World's Creative Think Tank with a mission of helping our clients innovate and create new ideas. I am so pleased to officially release my new world-class presentation GET INNOVATIVE. The talk is designed as a key note and/or a full day Innovation Boot Camp complete with worksheets. The focus is strategic and designed to help uncover innovative potential within organizations. It is essential that teams collaborate now even more than ever and drive new creativity and innovation within their organization.

### **Innovation is inspired by ambition and it begins with optimism.**

So as I continue to excite new audiences to action I will focus on cultivating possibilities and belief in progress as a new form of leadership. If you are a leader now is your time to lead with innovation. Your team awaits your call and your fighting spirit. Your mood is the outlook! Innovation begins with optimism and it starts with you.

My **Ten Laws of Innovation** can be summarized as follows:

- Define innovation within your organization
- Never quite the Big Idea
- Create Market Opportunities - Drive the Change
- Apply BIG THINK Concepts
- Communicate like a Champion
- Cultivate a Culture of Innovation
- Engage Others
- Build the Brand Experience
- Back to Basics
- Get Thin on Innovation

To book Gerry Visca for an Innovation key note or a full day Boot Camp to inspire your team to action, please contact the NSB at <http://www.nsb.com> or [gerry@redchairbranding.com](mailto:gerry@redchairbranding.com).

I look forward to helping you GET INNOVATIVE.

## Creatively inspiring Chamber communities...

For the past several months, the Branding Boot Camp® fever continued to get red hot. Gerry continues to allocate and dedicate upto 50 days a year for Chambers of Commerce across Canada. Since our fall newsletter, Gerry has had the pleasure of extending his Chamber Boot Camp tour to the north starting in Sudbury and moving north to Elliot Lake and Black River Matheson (40 minutes from Timmins).

### Senstational in Sudbury - Sept 17th

Gerry delivered a 3 hour Creativity Boot Camp on September 17 to a cast of 50 plus exciting entrepreneurs that included delegates from CTV. The event was organized by Debbi Nicholson of the Greater Sudbury Chamber of Commerce.



*"We were thrilled to have an opportunity to introduce Gerry and his Branding Bootcamp® to our members! His high energy, innovative, no-limits presentation wowed our audience and inspired us all to move the boundaries in our own creative thought processes. We've heard nothing but high praise from those in attendance. I believe Gerry Visca is the top speaker in Canada"*  
**Debbi M Nicholson, President & CEO Greater Sudbury Chamber of Commerce**

### Gerry Rocks The Canadian Chambers in BC – Oct 3rd

The Canadian Chambers of Commerce invited Gerry Visca as their closing Key note for their annual CCEC convention in Victoria BC. Gerry's closing key note summarized some of the successes of his tour across Ontario. His message celebrated the entrepreneurs and what they have achieved as a group. Gerry wrapped up the day with an invigorating review of his 10 Creative Laws. Gerry quotes: *"I loved everything about Victoria, this is a place that I would love to one day relocate to. The three days that I spent in Victoria always included a brisk morning jog along the water front. The people were outstanding and the Fairmont Empress is definitely worth visiting."*



### Lions, Tigers and Bears in Black River, oh my!

I love when I get a call from the north asking if I would consider visiting their community. Apparently, not many professional speakers are willing to go to these northern communities. Gerry Visca had the pleasure of spending two days with the business community in Black River Matheson just 40 minutes from Timmins. Gerry quotes: *"This was an amazing community, my partner Emily and I flew out of Toronto to Timmins on Friday, October 23rd, 2009. We spent 2 days (Emily's Birthday) in a tiny town known as Black River Matheson. Many of the delegates that attended drove for 2 hours to sit in my Branding Boot Camp. An outstanding time and hats off to Diane Pearson for a job well done."*

### Fired up in Fort Erie - Oct 7th

The Greater Fort Erie Chamber of Commerce engaged Gerry Visca to deliver a full day Branding Boot Camp® to their members. Gerry typically delivers a 3 hour Boot Camp, however, he was fired up on inspiration (and a few Red Bulls) and decided to play it Lionel Ritchie style, all night long.





## Judy Marsales Real-estate gets a build up of inspired energy

This is an interesting time for many businesses to say the least. The need to creatively inspire and motivate teams is even more essential. Judy Marsales Real-estate is a 30 plus year old firm that wanted to push Gerry Visca to the max. Faced with a crowd of 40 plus sales agents Gerry spent the morning delivering a high-impact Branding Boot Camp® focused on unleashing creative energy and helping them define their personal brand.

*"Gerry was hired to inspire our Salespeople at a time when a lot of the media information has dragged them down. Gerry not only inspired them but ignited their mind and their energy to think about the potential that exists within their ability. I was impressed by his practical advice and personal attention to everyone in the room. We thoroughly enjoyed his presentation and look forward to working with him again."*

**Judy Marsales, President, Judy Marsales Real-estate**

## Imagine uncovering your unique ability at the age of 14!

Gerry subscribes to the philosophy that everyone was put on this earth with a life purpose and unique ability. The key is to uncover it, align your daily actions to fulfilling your life purpose. This was certainly the message that Gerry delivered in Elliot Lake to 500 bright eyed teenagers on October 21st at the Elliot Lake Secondary School. His message, start now, don't wait until you graduate from University to uncover it, start to focus on your passion and what you love to do.



**Inset Photo** | Gerry focused on the art of Sand Castle Building with his 9 year old daughter, Sophie in Georgian Bay.

## The BIG THINK Niagara – Nov 12

Gerry Visca in collaboration with a cast of BIG THINKERS that included The Business Link, Vittoria Wikston, GIANT FM and Mike Lipkin inspired a crowd of 60 plus delegates on Nov.12 at the Quality Park Inn in St. Catharines. This was an event that went from 8:30 am to 8:30 pm complete with world-class speakers and facilitators. This was the second BIG THINK event delivered this year, the first was held this past March in King City in partnership with the Ontario Chamber of Commerce. A special thanks to the amazing event planning efforts of Vittoria Wikston, a true world-class event planner who planned and executed every detail with precision.

*"Your sessions yesterday were amazing and I have heard nothing but kudos from everyone I have spoke to. Well done." Adam Shields Co Publisher / General Manager*

*"As a veteran Certified Meeting Professional (CMP), the November 12th Business Link Big Think by far was the **MOST POWERFUL** event that I've ever executed and I must state; personally attended. Based on the audience survey feedback the program, the speakers and their content was **BANG ON!!***

- ✓ Goals and Dreams were uncovered,
- ✓ Personal Affirmation to Passion, Commitment and Attitude renewed
- ✓ Real-life case studies explored and celebrated
- ✓ Learning the differences between comfort and possessing the edge

*In the end; what I learned from the Big THINK and its attendees was that the cost of investing in your number one resource; which is YOU is truly priceless!! "*

**Vittoria Wikston, CMP**



## What is a Branding Boot Camp®?

Picture a room full of over 100 inspired business owners, entrepreneurs and senior executives being entertained and inspired. It's a 3 hour or full day high-octane dose of creative inspiration, motivation and innovation delivered by Inspirational speaker Gerry Visca.

During a session with Gerry, your people will learn:

- *How to uncover their unique ability and get inspired by their life's purpose*
- *How to develop their Personal Brand*
- *How to shepherd their Corporate Brand*
- *Fresh content on Unconventional Marketing*
- *How to apply 'right brain' thinking for continual innovation*
- *How to build innovative cultures*
- *Powerful presentation delivery techniques to make them a master presenter*
- *How to creatively transform oneself to thrive in today's marketplace*

## Why should my Chamber, Municipality or Organization host a Branding Boot Camp®?

What makes a REMARKABLE Organization? According to the book written by the ASAE & the Center for Association Leadership, the "7 measures of success" are:

### Commitment to Purpose

1. A Customer Service Culture
2. Alignment of Products and Services with Mission

### Commitment to Analysis and Feedback

3. Data-Driven Strategies
4. Dialogue and Engagement
5. CEO as a Broker of Ideas

### Commitment to Action:

6. Organizational Adaptability
7. Alliance Building



How does the Branding Boot Camp® help you with becoming REMARKABLE? Simple! With Gerry Visca's creative and inspired approach, we enable your organization to become a catalyst of creativity and innovation and...

- BUILD meaningful connections with your members, clients, and community
- BECOME an avenue of Resource & Education
- Inspire and Motivate your members and valued clients to think differently within their personal & business lives; especially in today's economic turbulence.

It's time to get creative and innovative with your strategic thinking.

## Gerry at a Glance

A goal to Creatively inspire 1 million people in to action

Gerry Visca is recognized as one of the most diversified Creative Directors with significant training and experience in multiple creative fields. Gerry is as a creative leader, innovator, motivator and trainer. Gerry has a track record of over \$2Billion in successful presentation wins; has launched over 1,000 strategic branding and marketing campaigns, has inspired over 100,000 people world-wide, is registered as an exclusive inspirational speaker with the National Speakers Bureau and successfully published 3 books. Gerry has a unique, dynamic and energetic approach. He is known for his creative abilities and ability to engage teams and audiences in the areas of branding, creativity, innovation, marketing, presentation, and personal development.



*"I am so passionate about the power of creative inspiration to ignite people into action. When you are creatively inspired, anything is possible and your mind opens to new and limitless potential. You become a contagious magnet and naturally inspire others around you".*

**Gerry Visca, Inspirational Speaker**



## [Speaking Programs]

- GET INNOVATIVE | The 10 Laws of Innovation
  - Innovation as Leadership
- GET CREATIVE | The 10 Laws of Creativity
  - Creativity, the key ingredient to innovation
- Branding
- Personal Development
- Presentation Mastery

*"Gerry Visca's enthusiasm inspired me the most. I have gone through some major changes in my life in the last year and it was great to revisit the power of positive and how it impacts your day.*

*Gerry Visca is very motivating and unique. He uses a positive but different approach to positive...no excuses! You choose to start your day the way you do!"*

**Lori Mathias Sales Manager,  
Travelodge Hotel**





## Emily's epilogue on travelling with Gerry

*(A perspective from Gerry's better half!)*

Travelling with Ger...where do I begin. You must be ready for everything and anything to happen. From him singing on the airplane at high volume with his IPOD on, to getting a little nervous when we steer from the beaten path in Istanbul, Turkey, Ger definitely knows how to embrace the moments where we are when travelling. Of course, this comes with a little (by little, I mean a lot) of help from me.

There is no question travelling is one of our passions but I tend to live more on the adventuresome side, where as Gerry, let's just say he enjoys his certain comforts. It was last summer when I suggested we go camping; the first thing that came from Ger's mouth was "Great! I will book the hotel". Now I am no expert on camping but I am pretty sure "hotel" is not in the description. I was not thinking of dehydrated food or anything but a tent and air mattress was more what I had in mind.

With out a doubt we both agree it is the people that make the travel experience what it is. I have had the great honour of being able to join Gerry on many of his trips for speaking engagements, and have immensely enjoyed that opportunity. We have met some amazing individuals along the way in Istanbul, Black River, Ontario and Victoria, B.C. just to highlight a few.

The next anticipated trip is going to be Costa Rica which I am confident will far exceed any presupposition. This will be Ger's first time to a rain forest. Like usual I will have to give Ger that little nudge to explore a bit but with Zip Lining and a Catamaran excursion planned, that is most likely to happen.

Travelling with Gerry is the experience. The people, the culture and the scenery all just add to the adventure. But no matter where we go, who we meet or where we end up it is the journey to getting there that we must embrace and take from it all that we can. In closing, learn to enjoy every moment as we have had to learn through our travels. Things will go wrong and not turn out as planned sometimes but that can be half the fun in learning to let go and let live.

## Gerry's 'FROTHY' tips of the month

### Innovate and you will come out on top

- Rethink your process
- Connect with other groups
- Learn from other industries
- A fresh pair of eyes
- Refocus on the bottom line
- Rethink your sub-brands
- Invest in your people



To book your Branding Boot Camp® with Gerry

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