
brandSPIRED™

The ART of **Creating** You

brandSPIRED™, the newest book in Gerry Visca's repertoire is focused on igniting the inner genius that lies deep within individuals. For the past several years – Gerry Visca has inspired thousands of entrepreneurs world-wide as one of Canada's top inspirational speakers. Regarded as Canada's Creative Coach® Gerry Visca has mastered the 'art of creating individuals' through compelling personal brand power – harnessing their inner potential and articulating their intention with creativity and passion. Within this article we celebrate this powerful creative movement featuring **Angela Kontgen** – Canada's Coach to Physicians.



Angela Kontgen
Canada's Coach to Physicians

brandSPIRED™ is about being inspired with your why - what makes you really you? I go deep, really deep with an entrepreneur, like to their inner-core. Before I even decide to take them on as a client, I meet with them one-on-one. I need to feel their energy and what they want to create. Imagine the analogy of an artist sculpting a marble statue. The final image resides deep within – the artist feels it and sees it before he begins to chip away the many layers of marble. When I take on a brand experience the process is no different than that of the sculptor. On the surface the entrepreneur has a core idea of their intention. When I dig deeper, I'm able to get to that really chewy centre that reflects their real essence.

Canada's [Creative] Coach™

GERRY VISCA



The end result is only the beginning of a bigger part of their life that is about to unfold. I then position the entrepreneur with what I refer to as an 'inspired brand essence.' This includes the creation of an overall feel, which becomes their 'image vocabulary' and a positioning statement that is designed to engage and invoke emotion within their target audience. I don't stop there; I then unfold this essence from theory into a cohesive 12-month plan. The end result is a fully developed binder that the entrepreneur receives chalk-full with their; vision plan, brand attributes, brand positioning, marketing tactics, recommendations, financial projections and a 12 month marketing plan. – **Gerry Visca.**

ANGELA KONTGEN

Life@new Levels™

Energizing Canadian Physicians
to new **levels of aliveness**



Who am I and what do I really want?

“These are what I call really big fat audacious questions that many of us cannot even begin to answer. Spend 3 days with Gerry Visca and you will walk away with so much clarity about what you are meant to be doing in the world and what your purpose is that you will be leaping out of your bed each day to create it! That is what happened to me.” – Angela Kontgen

ANGELA KONTGEN

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Angela Kontgen's

brand essence is centered on the concept of 'being alive'. Her intention is focused on directing physicians to live at new levels. 'Aliveness' is the core positioning of Angela's brand and one only needs to spend a few moments with Angela to know that she is truly living life at new altitudes. She has a way of floating above what society perceives as real. Angela has a unique ability to inject new levels of untapped energy into her clients. Her sub-brands include a coaching program titled 'ALIVE' and her delivery of high energy bursts branded as 'INFUSIONS'.

For 17 years, Angela called on incredible physicians who gave so much to others and were often depleted of their physical, emotional and mental energies. Angela believes that when you energize and elevate yourself first you have more to give to others – to your family, your friends, your clients/patients and society. You cannot give what you do not have. A medical system that has physicians neglecting themselves almost entirely in the service of others - serves no one and is ultimately a broken model for true change and transformation. – **Angela Kontgen**

Angela Kontgen is a Professional Life & Wellness Coach. Her coaching practice is located in Burlington, Ontario, Canada.