



Charity Gerbrandt

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Curiosity. Connection. Creation.

Lives on the road with a home base in Montréal, Québec.

blueprint North America

We offer training, coaching, consultancy and keynote addresses that help **build confidence** in individuals, teams and organizations in four areas:

1. PERSONAL CONFIDENCE

2. SALES CONFIDENCE

3. STRATEGIC CONFIDENCE

4. LEADERSHIP CONFIDENCE

Anchored by our values – Purpose, Performance and Positivity – we believe that **success can be planned**, that winning is by design, and that you are the architect of your outcomes. Using blueprint processes, tools and concepts helps commercial professionals to learn to be disciplined, plan to be prepared, and **choose to be confident**.

What **inspired** you to dedicate your life to helping people and organizations unleash their potential?

I believe in the collective potential of humans and am inspired everyday by their creativity, innovation and resilience. When you put people with unique talent, perspectives and passions in one room to imagine an ideal future, magic happens!

Proudest business accomplishment?

Touching 300 Million lives! I had the privilege of spending 10 years working with **Disney Interactive** as the creative leader of Club Penguin, a virtual world for kids all over the world that gave them a safe, fun place to play online!

What advice would you give new leaders?



Stay curious and ask questions! Although it may feel awkward, it is the best and fastest way to learn and build empathy, while also demonstrating that you value others' input and perspective.

FAVORITE...

TED TALK

It's a toss-up between Brene Brown's *The Power of Vulnerability* and Itay Talgam's *Lead Like the Great Conductors*. Both speak to essential skills in leadership and connection.

BOOK

My favorite book is usually the one I'm currently reading, and I buy new books almost every week! Today I'm engrossed in *21 Lessons for the 21st Century* by Yuval Noah Harari. Well worth the read for anyone interested in the current plight of humanity!

CITY

I haven't found it yet, but I'm on a quest to do so! Highlights so far include Prague (Czech Republic), Banos (Ecuador), and Portland (USA).

QUOTE

"It's kind of fun to do the impossible!"
~Walt Disney