

ACT

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AWAKEN CANADA TOGETHER

Canada has traumatic brain injuries registered every 10 minutes!
Support our awareness fundraiser.

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Daniel Bax
Author / Speaker / Coach

"After my traumatic brain injury the doctors said, I'd never walk again, talk again, eat solid food again or remember anything prior... but I believed in my Endless Potential to recover and thrive. Now I'm here to help victims become victors."

~ Daniel Bax, Author / Speaker / Coach

endless
POTENTIAL
Spirit, Mind & Body Conditioning

www.Potential.to

St. Michael's
Inspired Care.
Inspiring Science.



VISION DISCOVERY AND BRAND DEVELOPMENT CASE

Daniel Bax had a near death experience that left him with half his brain crushed. The doctors said he would never walk, talk, eat solid food or remember anything from before the accident ever again. Daniel overcame all those challenges. He still has issues with memory and being able to manage life but that is why he has a support system of family and people around him. He also did work with Landmark to continue his personal development.

Daniel became an inspirational speaker and had a book published but he needed to be established as the authority in critical injury and brain trauma recovery. That is when his trustee approached me, Justin W. McMakin, about going from an idea to building a real brand; which we did.

First, I facilitated a discovery to define the context, purpose and results for his business vision. Daniel's resources and unique needs were also determined so that a creative strategy could be designed and executed to help him accomplish the results he wanted. My team and I were engaged to help execute the brand strategies for Daniel as well because we knew his vision intimately.

"I can say with total certainty that Daniel Bax has the most inspiring story of survival and never giving up out of anyone I know. He not only overcame unbelievable odds of survival, but he is continuing to thrive and be an inspiration to anyone he comes in contact with. Daniel is an asset to anyone he meets."

Billie Sandoval
Representative for
Anthony Robbins

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A simple action plan was budgeted in terms of timeline, money, and human resources that was then expanded into a strategic marketing plan and business development plan. His target audience niche was laser focused and it was clear that he needed brand awareness.

We ended up facilitating two new brands for him, Endless Potential and a community project called ACT NOW Awaken Canada Together. I facilitated a joint venture event with St. Michael's hospital and participated in a Heads Up Conference to bring brain injury awareness and holistic treatment. Through my efforts we were given an 8-minute spot on News at Noon with a major media channel, gained support from Justin Trudeau, and worked directly with Doctor Cusimano one of Canada's leading Neuro Surgeon's. See a reference letter below from St. Michael's.

Daniel's vision even grew into planning a bike ride across Canada that he continues to train for and strives to accomplish as a news worthy inspirational cause.



Did you know that within the next hour 6 Canadians will suffer a brain injury? Plus brain injury kills more children under the age 20 than any other causes combined.

Through awareness and education we can stop many accidents from happening and foster more recoveries through educated treatment.

**SUPPORT DANIEL AS HE TAKES
INSPIRATIONAL RECOVERY
STORIES AND WISDOM
FOR OVERCOMING
TRAUMATIC BRAIN INJURY
ACROSS CANADA**



Dr. Cusimano, St. Michael's Hospital

Justin Trudeau, Liberal Party Canada

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AWAKEN CANADA TOGETHER

LEARN HOW YOU CAN SUPPORT AT
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#BRAININJURYRIDE

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MEDIA EVENT



David Chu, Photographic Reporter

Daniel Bax, Brain Injury Recovery

Justin McMakin, Discovery Facilitator



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Inspired Care.
Inspiring Science.

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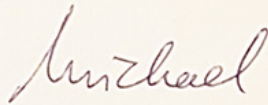
27 September 2014

Dear Justin,

Thank you for assisting in the organization and implementation of the 2014 Heads Up Conference at St. Michael's Hospital. Your contribution was essential to the success of the conference.

Your dedication to promoting information about the effects of concussions is invaluable. It's my honour to work with you every day.

With thanks and kind regards,



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Professor of Surgery, Education and Public Health, University of Toronto
MDC/cl