

How to be Always New, especially when you're not new: The Remarkable Practice of Self-Rejuvenation and why your life depends on it

Once upon a time, everyone is new. We arrive on the scene with new energy and ideas. We have something to prove and we prove it. We dazzle and delight our customers and colleagues. We are the bright, shiny thing.

Then the seasons pass. We earn others' respect and loyalty. We build our personal franchise. We develop our habits. We operate in our zone of competency and comfort. We start to defend what has taken us years to create.

That's when the crisis hits. Markets change. Technology evolves. Customers demand more. A new breed of players, with a brand new value proposition, suddenly appears. A new game begins that is defined by a very different set of rules. Either we rejuvenate ourselves to win or we resign ourselves to losing.

Where are you in the ageing cycle? Are you new? Are you about to be surprised? Are you already playing catch-up? Or are you ahead of the curve? Wherever you are, it's time to practice self-rejuvenation as though your life depends on it because it does.

In this remarkable program, Mike Lipkin levers 30 years of performance at the highest level to help you be Always-New, especially when you're not new. He showcases the world's most successful examples of brand and personal rejuvenation including Apple, Cadillac, Clint Eastwood, Detroit, GE, Helen Mirren, L'Oreal, Matthew McConaughey, Mick Jagger, Mini, Nike, South Africa, Schlumberger, Stephen King, Twinkies, and Whole Foods.

Delegates will learn the Ten Distinctions to Being Always-New:

1. Master an Always-New mindset.
2. Meet expectations as a baseline.
3. Identify opportunities to redefine expectations.
4. Understand what Fabulous looks like.
5. Define the unique perception you want others to have of you.
6. Communicate your promise like a champion.
7. Package yourself across the channels.
8. Strengthen your pack with empowered operators
9. Condition yourself mind, body and soul.
10. Take immediate action.

Mike Lipkin is the founder and CEO of Environics/Lipkin, one of Canada's leading research and motivation companies. His mission is to give people the insights that move them into powerful action. In line with his philosophy that life is theatre with consequences, he entertains his audience while he informs and inspires them. He also customizes his program to the specific challenges facing each audience.

