

## Lipkin's Top Ten Ways To Win in 2009

We are all wrestling with a single critical question: How can we win in these unprecedented times?

Here's Mike Lipkin's response: there is no one right way to win. Every action has an unexpected reaction - for better or for worse. In fact, the unexpected consequences of every action will always outnumber the expected.

In the past six months, Mike has spoken to over 50000 people in 19 countries. He has blended his insights from these conversations with the celebrated Environics Social Values Research to offer you his Top Ten Ways To Win in 2009. They are:



- **Understand, Accept & Embrace The New Reality.**
- **Focus On The Game-Changers That Will Achieve The Wins.**
- **Grow Your Reputation As A Success-Generator.**
- **Collaborate With Best-of-Breed Partners.**
- **Connect With Key Stakeholders Through Multiple Channels.**



- **Be Compelling Online and In-Person.**
- **Earn Relationships With Key Opinion Leaders.**
- **Play By The Rules.**
- **Bring Fresh Insights Every Day.**
- **Feed Your Mojo Three Times A Day.**

Let Mike inspire your team to win in 2009 by sharing his game-changing insights with them.

