

# Leadership Alchemy

The Ten Steps To Creating The Right  
Chemistry For Change



**ENVIRONICS/LIPKIN**  
RESEARCHED MOTIVATION & PERSUASION

# Alchemy:

1. a form of chemistry and speculative philosophy practiced in the Middle Ages and the Renaissance and concerned principally with discovering methods for transmuting base metals into gold and with finding a universal elixir of life.
2. any magical power or process of transmuting a common substance, usually of little value, into a substance of great value.

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# The Top Seven Social Values Trends Transforming Canadians From 2001 – 2008

Flexibility of Gender Identity	(151)
Flexible Definition of Family	(147)
Need For Personal Achievement	(146)
Enthusiasm For Technology	(144)
Importance of Price	(138)
Effort For Health	(134)
Canadian Identity	(131)

2008 Environics Social Values Monitor

**1.**

**Reality Is Your  
Friend.**

2.

**Focus Will Set You  
Free.**

3.

**Travel Light.**

**4.**

**Play From Your  
Sweet Spot.**

**5.**

**Be Open To  
Everything  
(Frustration Is Not  
An Option).**

**6.**

**Courage Is The  
Right Side Of  
Fear.**

**7.**

**Declare Your  
Compassionate  
Commitment (All  
The Time).**

**8.**

**Embrace  
Heterarchy.**

9.

**Model What's  
Possible.**

**10.**

**Discipline  
Yourself.**