

## The Year of The Maestro – How to Make a Decisive Difference While Dramatically Differentiating Yourself

Maestro is the Italian word for Master or Teacher. It comes from the world of classical music, but it is also the ultimate professional accolade. It's the title awarded to people who magnetize us through their mastery.



Through his role as pollster, motivator and coach, Mike Lipkin talks to 100 000 people around the world every year. And

as president of Environics/Lipkin, one of Canada's leading motivation and research companies, he tracks the trends transforming the way people think, work and act. He has discovered that the future belongs to those who express their magic to the benefit of everyone else. We're all Maestros waiting to happen, and becoming one may be easier than you may think.

**There are 5Cs to becoming a Maestro: Consciousness, Confidence, Competence, Capacity and Contribution.**

**Consciousness** is an intentional state; a heightened sensitivity; an acute focus on what matters; and a fascination with change.

**Confidence** is courage made visible; a belief in oneself and trust in others; freedom from timidity; and a bias to boldness.

**Competence** (at the level of a maestro) is a new genre of performance; a visceral knowledge; practical skill; extraordinary creativity.

**Capacity** is personal energy and enthusiasm; resilience; stamina in the face of overwhelm; and having a true social network.

**Contribution** is gratitude for giving; creating reciprocity; catalyzing others' success; and being habitually generous.

Mike will conduct you through the 5C's with his trademark energy and joy. He will show you how to orchestrate them to make a decisive difference while you dramatically differentiate yourself.

Watch Mike speak on becoming a Maestro:

[www.mikelipkin.com/motivation\\_library/january\\_message\\_2011.php](http://www.mikelipkin.com/motivation_library/january_message_2011.php)

You can also check out Mike's impact on some of the world's best organizations:

[www.mikelipkin.com/testimonials.php](http://www.mikelipkin.com/testimonials.php)

"I've never seen (our delegates) give anyone a standing ovation until they gave one to you! Your energy, your humor and your pearls of wisdom were all so valued. You left us feeling better for having interacted with you. Very generous, gracious and motivating!"

*Brad Taylor, Human Resource Director, General Mills*