

The Ten Winning People-Trends and How To Make Them Work For You

Surprise is the new expected. Uncertainty is the new certainty. Disruption is the new continuity. Everything is up for grabs all the time. But there is a logic to the chaos. The best people grasp the pattern of sustained change transforming their industries. They're boldly going where their competitors are afraid to follow. They're confident, committed and connected. And they're magnetized to the organizations that reflect their vision for themselves.

As the President of Environics/Lipkin, Mike Lipkin literally spends his life in conversation with the Best and the Brightest. In partnership with Environics Research, one of Canada's leading research houses, Mike tracks the trends transforming the way Canadians live, work and play. He also hosted the HRPA Annual Conference where he spoke to two thousand HR Professionals on what it takes to succeed. The result is this compelling and incisive program on **The Ten Winning People-Trends and How To Make Them Work For You:**

- 1st Winning Trend:** **Enjoy Your Work**
- 2nd Winning Trend:** **Be Inspired**
- 3rd Winning Trend:** **Thrive on Austerity**
- 4th Winning Trend:** **Matrix Yourself**
- 5th Winning Trend:** **Maximize Your Personal Value**
- 6th Winning Trend:** **Brand Yourself Fabulously**
- 7th Winning Trend:** **Cross The Generational Divide**
- 8th Winning Trend:** **Master The Rules**
- 9th Winning Trend:** **Build Your Social Graph**
- 10th Winning Trend:** **Train To Win**



In his trademark fun, energetic style, Mike will show your people how to lever the trends to produce remarkable results. He will maximize their engagement and their enjoyment so they pay it forward with their colleagues, customers and community. Call Mike on 416-917-6007 to find out more.

Watch Mike speak on the trends <http://www.mikelipkin.com>. You can also check out Mike's impact on some of the world's best organizations <http://www.mikelipkin.com/testimonials.php>

"You are awesome. We have received great reviews on your performance. Thank you a million times for your contribution!"

Marta Pawych, Director, Professional Development Programs Events & Sponsorships, Human Resources Professionals Association (HRPA)