

MIKE LIPKIN

LUCK FAVOURS THE BRAVE

How the Five Social SuperTrends
Can Make You Very,
Very Successful.



PLUS OVER
1200 SUPERQUOTES



ENVIRONICS/LIPKIN
RESEARCHED MOTIVATION
& PERSUASION

LUCK FAVOURS THE BRAVE



It begins **the way it always begins,**

with the unexpected: the call; the news; the mistake; the change; the shock; the competition; the crisis.

The impact is mental, physical, visceral. Your chest tightens. Your stomach contracts. Your heart pounds. Your blood drains. Fear bites.

You ask: What does this mean? What should we do? How do we protect ourselves? What happens if we fail? Who can help us? Who can I call right now?

To manage the present, you dip into your past: your learning; your experience; your intuition; your family; your team; your friends; your allies.

Nothing. This unexpected is unlike any other unexpected. It seems bigger. More frightening. More complex. More intractable.

That's when the anxiety attacks. Overwhelms. The problem is too big. It's too new. It's the worst time. You're stretched too thin. You're on the edge. You stare into the abyss.

This time, they'll find out. You're not that smart. Everything will tumble down. After all these years, your Luck is running out.

Then, it evolves the way it always evolves. After the flash of panic, comes the flush of power. You find the key: the person; the fact; the trend; the partner; the opportunity; the resolve.

The unexpected bad is replaced by the unexpected good.

The impact is mental, physical, visceral. Your imagination ignites. Your energy surges. Your skin tingles. Excitement mounts.

You ask: What does this mean? What should I do? How big is this opportunity? How far can I take it? Who do I need to help me? Where else could it lead?



You plan. You read. You talk. You listen to your heart. You act. You make mistakes. You fall down seven times, stand up eight. You keep the faith. You find the right people. You build momentum.

You stay the course. You innovate. You explore. You experiment. You break through. You take it to the next level, and then the next. You redefine your arena. You achieve dominance.

**And then, with Luck,
it begins all over again...**



THE SUPERQUOTES

CONTENTS

Decisions	10
Passion	12
Enthusiam	16
Money	20
Fear	26
Friends and Friendship	36
Simplicity	42
Communication.....	46
Attitude	50
Change	52
Progress.....	60
Service	62
Courage	66
Pain	76
Wisdom	78
Goals	82
Achievement.....	88
Truth	92
Action	98
Winning	112
Risk	114
Laughter.....	118
Tenacity	120
Opportunity	126
Mistakes	128
Leadership	132
Ability.....	138
Happiness	140
Enemies.....	144
Focus.....	146
Excellence	148
Belief	152
Desire	162
Greatness	164
Power.....	166
Love.....	170
Words	172
Control.....	178
Failure	182



CONTENTS > THE TRENDS :

TREND.....11

THE THREE DOMINANT THEMES21

SOCIAL SUPERTREND #129
APOCALYPTIC ANXIETY

SOCIAL SUPERTREND #257
AVERSION TO UNCERTAINTY
AND COMPLEXITY IN LIFE

SOCIAL SUPERTREND #383
FROM INDIVIDUALISM & IDEALISM
TO CONFORMITY & EXCLUSION

SOCIAL SUPERTREND #4121
FROM DUTY & OBLIGATION
TO HEDONISM & HAPPINESS

SOCIAL SUPERTREND #5157
FROM PERSONAL DEVELOPMENT
TO PERSONAL SURVIVAL

A CASE of the Best:189
COURAGE, ACTION, SHARING, ENDURANCE



Decisions

The refusal to choose is a form of choice; disbelief is a form of belief.

~ Frank Barron ~

Decisiveness is often the art of timely cruelty.

~ Henri Becquerel ~

When you come to a fork in the road, take it.

~ Yogi Berra ~

Nothing is more difficult, and therefore more precious, than to be able to decide.

~ Napoleon Bonaparte ~

We are given one life, and the decision is ours whether to wait for circumstances to make up our mind, or whether to act, and in acting, to live.

~ Omar Nelson Bradley ~

Most of our executives make very sound decisions. The trouble is many of them have turned out not to have been right.

~ Donald Bullock ~

Shelving hard decisions is the least ethical course.

~ Adrian Cadbury ~

Some people, however long their experience or strong their intellect, are temperamentally incapable of reaching firm decisions.

~ James Callaghan ~

Indecision and delays are the parents of failure.

~ George Canning ~

Once you make a decision, the universe conspires to make it happen.

~ Ralph Waldo Emerson ~

Business leaders often get credit for the successful decisions that were forced on them.

~ Oliver A. Fick ~

I hate to see things done by halves. If it be right, do it boldly, if it be wrong leave it undone.

~ Bernard Gilpin ~

Make decisions from the heart and use your head to make it work out.

~ Sir Girad ~

When possible make the decisions now, even if action is in the future. A reviewed decision usually is better than one reached at the last moment.

~ William B. Given ~

A decision without the pressure of consequence is hardly a decision at all.

~ Eric Langmuir ~

SOCIAL SUPERTREND #1

APOCALYPTIC ANXIETY

**“The world is heading
for more major upheavals.
I’m getting more worried
everyday. These changes
are beyond my control.
My world is being
threatened with forces that
I can’t even understand.
Where did they come from?
Where will they come from?
I’ve never felt this kind of fear
before. I feel paralyzed.”**

SOCIAL SUPERTREND #1

YOUR APOCALYPTIC ANXIETY SELF-EXPLORATION

Here is a simple ten point test to determine your ability to leverage this SuperTrend. For each question, rate yourself on a scale of 1-10.

★ *I have specific, measurable goals in life that inspire me*

★ *I am not afraid of unpredictability and surprise*

★ *I keep my perspective when others are losing theirs*

★ *I recover very quickly from setbacks*

★ *I make things happen even in the toughest situations*

★ *I have a network of allies who I can always call on to help me*

★ *I am good at helping other people handle their anxiety*

★ *I am at my best when I'm faced with my biggest challenges*

★ *I am good at handling stress*

★ *I have the endurance to keep going when others give up*

TOTAL

If you scored over 90, congratulations.
You're already a master at managing anxiety.

If you scored between 75 and 90, you're on most of the time.

If you scored less than 75, it's a struggle.