

The Magic Touch

The unique ability to thrill people by doing something remarkably well

Excellence is the new commodity. If you've made it this far, you're excellent. The trouble is so is everyone else. The new hierarchy of success is calling for something beyond mere competence, diligence, experience or positive attitude. You can do everything right and still not get the right result.

The difference between a commodity and a treasure is its meaning to people. Commodities are interchangeable. Treasure is irreplaceable. The difference between the two transcends functionality. They both create value. But the treasure creates love. It's a real magic that captivates others and turns them into passionate followers. It's substantive and measurable

The Magic Touch is how the treasure is created. It's the unique ability to thrill people by doing something remarkably well. We all have it. But only a fraction use it. They achieve disproportionate success at the expense of those who don't.



The impact is what counts. 100% of people want to be happy. 100% of people want to be valued. 100% of people want to be admired. 100% of people hate to be disappointed. 100% of people want Magic Moments, those WOW instants when someone or something makes us excited, enthusiastic, ecstatic, courageous, fulfilled, joyous, or powerful.

In this program, Mike Lipkin shares the seven distinctions that will help you discover your Magic Touch while you help everyone around you do the same. Mike uses iconic examples of people and companies who have the Magic Touch to introduce you to:

1. The Context of Touch
2. The Language of Touch
3. Your Unique Touch-Ability
4. Doing Something Remarkably Well
5. Technological Augmentation
6. Unstoppable Resilience
7. Being Always New

Mike Lipkin is the founder and CEO of Environics/Lipkin, one of Canada's leading research and motivation companies. His mission is to give people the insights that move them into powerful action. In line with his philosophy that life is theatre with consequences, he entertains his audience while he informs and inspires them. He also customizes his program to the specific challenges facing each audience.