Reinvent Yourself for the Revolution

Be Columbus. Go looking for your new world.

The Lipkin Method for Exponential Success
Hi, this is Mike Lipkin and I’m here to talk to you about reinventing yourself for the revolution so you can thrive on challenge, change and crises. In fact, I want to help you become so skilled at navigating your way through the chaos that you become the benchmark by which all others are judged. It’s not only possible, it’s necessary. In the new reality, we all need to demonstrate our superiority every day, in every conversation, with every action.

Reinvention means that you’re willing to remake or reshape yourself into the person you need to be. It means you’re willing to give up attachments to the past or what was. It means you have the courage and the determination to go where you’ve never been before. You’re willing to step out of the shelter of the familiar into the open space of the unknown. That’s where I’m going. I’m choosing to go there because I have no option but to go there. If I don’t choose to go there, I will be forced to go there, and by then it may be too late.

The revolution has started. Just look at how fast and how huge the waves of change have become. It may have begun with Wall Street, but it’s spread to Main Street all around the world. From New York to New Delhi, our worlds are being rocked. Whatever happens next, we all need to raise the value we bring to others to a whole new level, without burning ourselves out. That means we have to find a system that will motivate and mobilise us – not just today, but every day.

Every week, I talk to thousands of people. Sometimes they’re in an audience, and sometimes they’re by themselves in my office or on the phone. Over the past few weeks, all of them have been confused and alarmed by the velocity of change. We’re living in exponential times. Cutting edge becomes blunted obsolescence in the blink of an eye. In fact, I don’t even know how long this message will be valid for. That’s why I’m creating it fast and getting it in front you immediately.
Like you, I’m experimenting my way into the future. The past that brought me to this point ended just before I made this point but now even that is past. I’m aware that the future can make fools of us all. That said, I may have an advantage over you: all I do is study what’s going on. I watch people and observe their reactions to their environment. Then I engage them in continuous conversation. I’m always somewhere else. I’m very rarely “home.” For me, “home” is wherever the conversation is taking place. So in the past 12 months, I’ve been in 28 countries and I’ve spoken to 100 000 people. Some of them are right at the top. And some of them are on the front lines of life. But all of them are searching for the system that will expand their capacity to live a life that makes them happy, along with everyone else they care for.

The bad news is the same as the good news: very few people are thriving on the cusp of change. Only a handful are consciously converting the new uncertainty into personal wellbeing and success. In all my research, I see between one and five percent of people plugging themselves into the new spirit of the times and driving themselves off its power. That spells opportunity for both me and you. I want to help more people become preeminent including you. You may want the same as me, but just by becoming preeminent in your realm of operation, you’ll not only enjoy the dividends of success, you’ll become an example of what’s possible. Others will be inspired to follow your lead and the virtuous cycle will continue.

So, are you ready to reinvent yourself for the revolution? Are you ready to do the hard work? Are you ready to let go of who you were so you can become who you need to be? Are you at least intrigued by the possibilities? Of course you are. Otherwise you wouldn’t be reading this.
Welcome to the Lipkin Method of Exponential Success.

This is a simple six step process that will help you concentrate your essential energy on what matters most to you. I created this Method in response to exponential change. But it’s based on a lifetime of coaching people to be great and being coached by people who are great. As you make your way through it, apply it to your immediate challenges. Test it against your realities. Give it a chance by taking every chance to use it. And by the way, bend it to your style and circumstances. It isn’t one size fits all. Make it yours. Own it and pass it on to others. Let’s begin with Step 1.
Step One of the Lipkin Method: Get Perspective

This is the faculty of being able to see all the events and data in a meaningful relationship to each other and to you. It means being able to understand the context defining the world in which you live. It means being able to see others’ point of view. It means letting go of what you perceive to be the “truth” and simply observing “what’s so.” It means letting go of right and wrong and being fully open to maybe, possibly, or could be.

How good are you at putting space between you and the things around you? How good are you at being able to see things from a different place compared to where you’ve been? Begin getting perspective by stepping back from what you’ve taken for granted. Beginning now, choose to look at the important things in your life as though you’re looking at them for the first time. Re-examine all that you’ve been told. In order to think outside the box, you need to be able to see the box from the outside. It’s challenging because we’re being run by our habits. So much of our lives have gone unquestioned. Until now. Now we have to question the way we’ve done things because those things aren’t working. And even if they still appear to be working, they may not continue to do so in the short term. My point is: bring it into question now. For the time being, you can continue to do things the way you always have, but begin thinking differently, begin asking different questions, begin having different conversations, begin speaking to different people.

To get perspective, you have to give up being righteous. That means judging what’s different as being wrong or morally inferior to your point of view.

Instead, it requires you to place up to the light your own point of view and test its validity against others’ views. Being right is not the prize here. Being in sync with the new reality is.
Can you tell me the key trends impacting your business over the next month or year? Do you have the sources that you can reference to discern the trends? Are you allocating the time to track the trends? Are you talking about what you’re seeing? Are you taking action? Whatever your answers to these questions, now would be a great time to step back from the brink. Now would be a great time to open up to others and open them up. Now would be a great time to accept and embrace the strange, the alien and the weird. You may just discover things are not that way at all.

Think about Step 1 before you move on to Step 2. Without perspective you cannot see where you’re going. Without space you cannot move. Without openness, everything closes down.
Step Two of the Lipkin Method: Develop Your Personal Preeminence

Here’s what I know: you’re a genius at something. You have a natural capacity to be great in some area. You have a strong natural talent or aptitude that only you have. There is something that you can do in some way that only you can do. And if you don’t do it, it doesn’t get done. That’s your pre-eminence. It’s your pathway to personal fulfillment. Do you know what it is? Are you playing from that place of strength?

These are not times for the fainthearted. They will demand more of us than we have ever been prepared to give. Being stretched in every way is becoming the new status quo. Call it the new discomfort zone. We’re all bumping into the limits of our own thinking as past paradigms crumble and new ones morph into place.

You cannot thrive through your own mediocrity or even your own excellence. Mediocrity is already a thing of the past. You’re a long way from mediocre otherwise you wouldn’t still be with me. But you may just be excellent which makes you the new mediocre. It places you at parity with all the other Excellencies out there who have managed to get this far.

What will take you to your personal peak is Your Personal Preeminence - that unique asset that you own that could make you invaluable to others. What is that asset? How are you leveraging it? Is it buried underneath all the other layers you’ve gathered over the years? Have you been reluctant to let it out to play? Have you kept it concealed in the name of modesty and humility? Or have you been afraid of what it could do and where it could take you? Now would be a good time to unleash it. Now would be a good time to let it out to make the impact it needs to make on the world. If not now, then when? And if not you, then who?
I understand that this is like letting the genie out of the bottle. Once you let it out, you can never go back to being less than you know yourself to be. But at the same time, not to do so means confining yourself to the realm of ordinary, where you could soon be left behind.

Clues to Your Personal Preeminence are what you find easy; what you find pleasurable; what you feel masterful in doing; what other people have admired or valued in you; what you want to do more of. Hopefully, you’re already employed in the service of Your Personal Preeminence. In that case you need to find ways of expanding and accelerating your development. Find a coach, talk to a friend, share with a mentor, form a forum where you can discuss it, write a blog or participate in a program. There are many, many ways to develop Your Personal Preeminence. Seize them. Right now.

If you’re not already in pursuit of Your Personal Preeminence, you have some big choices ahead. I understand the risk and the hardship involved in reinventing yourself. But that’s what this whole program is about. Even I’m in the process of reinventing me, despite the fact that I’m living the dream of living my Personal Preeminence: having conversations with others through every channel I can find. What’s next? What’s new? How can I evolve to the next Mike Lipkin? These are the questions that light me up, and these are the questions that keep me up as well – during the day and night. What are yours?
Step 3 of The Lipkin Method: Keep your eye on Your Prize

In the crisis zone, it’s easy to lose sight of what inspires and excites you. When you’re fighting for your life, or at least when you think you’re fighting for your life, envisioning your personal nirvana may appear to be an indulgence or unaffordable luxury. I think it’s the exact opposite. It’s the light that guides you through the labyrinth. It’s the lifeline that sustains your vitality, enthusiasm, joy and commitment. Without an eye on your prize, your everyday minutiae will consume you. The urgencies and emergencies will hollow you out and hang you out to dry.

You know the feeling. It’s called being tired, cynical, numb, overwhelmed, agitated, impatient, edgy, apathetic, frustrated and I think I’ll stop there. I guarantee you that you’re at your worst when you’ve lost sight of your dream. When you don’t have a big juicy goal, you’re juiceless. You’re running on empty. And you can only redline for so long before you flatline.

In 2002, I met with Nelson Mandela after I delivered a workshop to the staff running his foundation. I asked him how he got through 27 years of imprisonment with his spirit and his love of humanity intact. He told me: I prepared to live my life every day so that when I was released, I would transform my country into the kind of country I dreamt of it becoming.

That’s what I’m talking about. That’s the size of dream required to drive your engagement so you bring all of the best of yourself to your life and the people in it. That’s what is mobilizing me right now. My dream is to reach a million people this year directly or indirectly so they can be preeminent and inspire others to do the same.
I’m acting as though I’ve already achieved my dream. I’m experiencing that sense of bliss and fulfillment. I’m CIAing – celebrating in advance. But I’m also doing whatever I need to do right now to make my prize a reality. A dream without action is nothing but a daydream. But action without a dream is a personal nightmare.

So what’s your prize? What galvanizes you to take on the odds? How are you using your Preeminence to the max? What’s the vision that guides the way you look at the world? What are you already celebrating? How will it help everyone around you? Can you express it so clearly that the people around you can not only see it but want to help you achieve it?

Remember: the human mind cannot tell the difference between what’s happening and what you imagine is happening. Ultimately, we’re all living our own versions of reality anyway. For most of us, it’s a hard, brutal slog. But for some of us, it’s an inspiring, enlightening, exciting, worthy adventure. What is it for you? Choose your path. Then take it.
Step 4 of the Lipkin Method: Make a Big Bold Promise to your communities

We have perspective. We understand our Personal Preeminence. We’re inspired by our Prize. Now it’s time to make a Big, Bold Promise to others that draws them to us and attracts the resources we need.

This is our reason for being. This is how we earn our place in people’s minds and hearts. This is why they perceive us as being worthy of their time, attention, love and money.

Think of your Big Bold Promise as a magnet. Now think of the people and the prize you want to magnetize to you. Now think of what your Big Bold Promise needs to be. What is the most compelling pitch you can make? What will differentiate you against the competition? What feels right to you and sounds right to others? What is the value that you and only you can offer? What syncs up best with Your Perspective, Your Personal Preeminence and Your Prize? What will make you memorable?

In my seminars, I ask people these questions. At first people struggle with them. They give me promises that I expect to hear: reliability, integrity, professionalism, loyalty, support, innovation, and so on. Every now and then, someone will give me an expression that is unique and impactful. That’s the person who understands the Power of the Big Bold Promise. Then, as people understand how easy and enjoyable creating a Big Bold Promise can be, more and more of them create one.
Like any great brand, we all need to stand for one dominant thought in others’ minds. So I stand for Excitement: I provide people with the insights that excite them into powerful action. I believe excitement is like electricity – very little happens without it. Everything I do; everything I study; everything I focus on; everything I learn; everything I share is all directed towards exciting people into powerful action. What do you stand for? How can you express it in a way that sets you apart and channels your energy for maximum impact? What can you concentrate on that builds your franchise in the future?

Try it out right now: Choose the one thing you want to stand for, and then declare your unique value to others in 15 words or less. Share it with people you know, love and trust. Try it out on your colleagues and customers. Reinvent it if it doesn’t fully express your value to the world. Email it to me at Mike.Lipkin@environics.ca.

I will tell you that being able to express your Big Bold Promise is the opening to everything else. It’s what captures the imagination of others and gives you permission to go further. And the more noise the outside world generates, the bolder your promise needs to be. You cannot underpromise and overdeliver. Your prospects will bypass you from the get go. You need to make a Big Bold Promise and still overdeliver. Yes, I know it sounds unreasonable but we’re living in unreasonable times. Anyway, it’s not as unreasonable as it sounds - as long as you have the Right Process. And that’s what we’ll explore in Step 5.
Step 5 of the Lipkin Method: The Right Process

So now we have Perspective. We understand our Personal Preeminence and we’re committed to building it. We know our Prize and we’re inspired to win it. We’ve made our Big, Bold Promise and we’re delivering it. We’re on a roll.

Now the question is: how do we sustain it? How do we consistently, relentlessly, unequivocally keep our Big Bold Promises to others? The answer is through The Right Process.

The Right Process is the one that is only right for you. It’s custom made, and custom fit to suit your individual rhythm and style. It’s calibrated to your Big, Bold Promise. It’s wrapped around you and you alone.

Here’s a heads up: you already have a Right Process. That’s why you’re as successful as you are. I know you’re successful because only successful people get this far. That said, you’re probably unaware of how you achieve what you do. It’s called unconscious competence. Now it’s time to make it front of mind and keep it there. I’m re-minding you of it. I’m taking it from the background and putting it into the foreground of your consciousness. And that’s where it has to stay. When the outside world offers you no direction, you must go within. Specifically, you must turn to a trusted internal method of consistent actions directed towards a specific result – Your Prize. Let me repeat that: When the outside world offers you no direction, you must go within. Specifically, you must turn to a trusted internal method of consistent actions directed towards a specific result – Your Prize.

Now let’s have some fun. Let’s declare Your Process in five words or less. Yup, it can be done. In fact, if you have to use more than six words, you may not have a clear and present process. Sometimes, even a single word can express Your Process. For Obama, it’s “Change.” For Steve Jobs, it’s “Insanely Great.”
For Starbucks, it’s “Third Place” i.e. home, work, and then Starbucks. For Honda, it’s “Do not imitate.” For BMW, it’s “the ultimate driving experience.” For IKEA, it’s “Bring design to the masses.”

For Mike Lipkin, it’s “Be Excited.” I cannot give what I do not have. I have to be something before I can do something before I can have something. I excite others by being excited so I can harvest the dividends of my excitement. My Right Process has guided me through certain situations that would have previously confounded me. No matter where I am, or who I’m with, my personal mantra of “Be Excited” has carried me through to the other side.

When things are great, I’m excited and I magnify them. When things are desperate, I’m excited and I lift everyone around me to make things great. It’s a powerful process for me and it’s in alignment with everything else about me. What’s yours? Pause now and take a shot at expressing it. It doesn’t have to be the perfect one. It just has to be the one you begin to test now.

Once you’ve expressed your Right Process, then the hard work begins. That’s when you have to identify the Vital Actions through which you execute your Right Process. In my case Being Excited is fuelled by Five Vital Actions that I take every day, no excuses, and no surrender:

1. I pursue mental and physical health every day. I read, I write, I eat right, I work out, and I meditate every day. I think the right thoughts and I talk the right talk.

2. I grow every day. I stretch. I make the mental leap. I get uncomfortable. I master a story I can share later.

3. I contribute every day. I give my time, my money, my energy to a cause – not just because it’s the right thing to do, but because it’s the right thing to do for me. Every time I give, I get back exponentially.

4. I connect with great people every day. I talk, meet, laugh, cry, and hang with the best of the best. I know I’m becoming the company I keep.

5. I have an adventure every day. I live every day as though it were my last because I know that one day I’m going to be right.

That’s how I’m being excited every day. What’s your Right Process? And what are your Five Vital Actions? Identify them, experiment with them, and live them.
**Step 6 of the Lipkin Method: Collaborate with Preeminent Partners**

We have Perspective. We understand our Personal Preeminence and we’re committed to building it. We know our Prize and we’re inspired to win it. We’ve made our Big, Bold Promise and we’re delivering it. We’re living our Right Process through our Vital Actions. But nothing works without the Right Partners. We’re only as good as the people around us. We’re all angels with one wing; we can only fly while embracing each other.

So why would the best and the brightest want to work with you? What’s the undeniable reason why you and your team will win? What are the signals that you want others to associate with you? What’s the environment around you that invites and energizes others to play at their best? Nothing happens until somebody does something with somebody. Why are you that somebody?

Collaborate may be the most important verb in the English language. It literally means “to work together, especially in joint intellectual effort.” In the age of open source, Wikipedia, Facebook, Linked In and Skype, there have never been so many opportunities to work together with so many people. In the past year, I have worked in 28 countries from Kazakhstan to Kenya. In every country, I partnered with a local champion. I discovered that the accents and the cultures may change but the three principles of partnership remain the same:

1. **Be generous:** Always bring more value than you take or that the other partner expects. Live above the line. If the line is what’s expected, live above it. Deliver the Wow as often as you can with whoever you can.

2. **Make it a pleasure to do business with you.** Dance with your partners. Make it easy. Make it simple. Make it fast. Make it the best part of your partner’s business.

3. **Make your partners better, bigger, stronger, wealthier.** Be the reason why they raise their game.
Develop a reputation as being a Preeminent Partner by practicing those three principles and many more people will want to dance with you. I would be nowhere without the range of preeminent partners that I’ve aligned with.

Enough said. It’s time to go to work. Both for me and for you. Enjoy The Lipkin Method. Review the Six Steps. Create your own versions. Share them with others. Inspire others to inspire others.

Call me, write me, tell me what you think, and tell others to do the same.

Mike Lipkin
President
Environics/Lipkin

We’re all angels with one wing – We can only fly while embracing each other.