

MIKE LIPKIN

RESEARCHED MOTIVATION AND PERSUASION

Keeper of The Flame:

How To Inspire Others On The Cusp Of Change

This session is focused on expanding the ability of delegates to lead and inspire their colleagues and clients during times of extreme change. It is based on the research conducted by Environics Research, one of North America's most respected research houses. 50 000 Americans and Canadians have been surveyed since 1989. Ten steps have been identified as a result of the research. In this program, delegates are taken through each step and shown how to apply it:

1. Be Present

- a. *Clear Your Mind Of All Distractions*
- b. *Focus Fully On The People And The Task At Hand*
- c. *Listen Empathically*

2. Be Open

- a. *Be Non-Judgmental*
- b. *Be Open To New Ideas*
- c. *Be Willing To Change*

3. Be Specific

- a. *Know Exactly What You Want To Achieve*
- b. *Help Others Specify What They Want To Achieve*
- c. *Be Accurate And Precise In Your Communication*

4. Be Authentic

- a. *Express Yourself Fully*
- b. *Be Transparent*
- c. *Talk Straight*

5. Be Courageous

- a. *Take On Big Challenges*
- b. *Back Yourself Absolutely*
- c. *Make Friends With Your Fear*

6. Be Connected

- a. *Proactively Reach Out To Others*
- b. *Surround Yourself With The Best*
- c. *Network, Network, Network*

7. Be Vocal

- a. *Be The First To Talk*
- b. *Declare Your Commitment*
- c. *Discover And Master Your Own Style*

8. Be Generous

- a. *Pay It Forward*
- b. *Go Above & Beyond*
- c. *Deliver The WOW!*

9. Be Brilliant

- a. *Visualize Your Success*
- b. *Act "As If"*
- c. *Consciously Play At Your Personal Best*

10. Be Disciplined

- a. *Do The Hard Work*
- b. *Do It Now*
- c. *Condition Yourself For Preeminence*



Call Mike Lipkin on 416.917.6007 to find out how he can help your people become Keepers of the Flame