

**START NOW.  
NEVER END.**

**HOW TO BE UNSTOPPABLE  
THROUGH THE NINE STAR SOCIAL VALUES**

# **STAR POWER**



**MIKE LIPKIN**

*Star Power: How To Be Unstoppable Through The Nine Star  
Social Values*

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**MIKE LIPKIN** was raised in South Africa. He immigrated to Toronto, Canada in 2001 but he left all his baggage behind.

He is the founder and chief partner of Environics/Lipkin, the motivation company that has inspired over a million people in 43 countries. Someone, somewhere close to you, is raising their game because of Environics/Lipkin.

Mike lives to talk and he talks to live. His personal mission is to give people the insights that excite them into powerful action. In 2012, he delivered 150 programs internationally to clients that included Deloitte, DHL, Merck, Pfizer, Procter & Gamble, GE, Wells Fargo, BMW and Tata Communications.

This is Mike's fourteenth book. In line with his philosophy that life is theatre with consequences, he promises to entertain you while you learn. Enjoy.

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**Star: Someone who thrives on change and instability; someone who grows in direct proportion to the challenges facing her; someone who proves it can be done; someone who is a model of what's possible.**



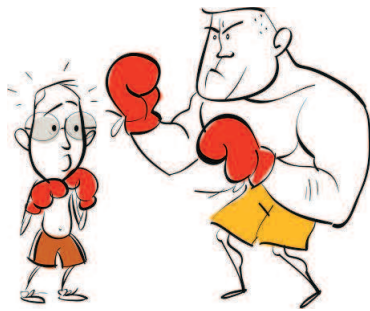
**Star Social Value: A force that drives us at our core. It determines the way we feel, think, and interact with others and ultimately, what we become. It evolves slowly over time or it can develop suddenly in response to dramatic events. It enables preeminent performance against all odds.**

I have long argued that, because of enormous leaps in technology, the values we hold are coming into question. More than ever before, we need to step back and consciously design our lives. We need to decide explicitly what we stand for and whether we are the slave or the master of the new technology.

*~Don Tapscott  
The Globe And Mail  
March 23, 2013*



## DO YOU KNOW HOW GOOD YOU REALLY ARE?



Here's the question that we ask ourselves most often: **Do I have what it takes?** And here's our answer: I don't know.

After motivating almost a million people in 43 countries over the past 20 years, there is one truth that I have learned: Even the highest achievers are plagued by self-doubt. Their external confidence masks an internal fear, **"One day, people will find out that I'm not good enough."**

## STAR POWER

Fear is a universal emotion. It's a primitive drive that is vital to survival. It's a superb servant but a shocking master.



Sound familiar? Welcome to being human. Fear is a universal emotion. It's a primitive drive that is vital to survival. It's a superb servant but a shocking master. Too little fear leads to personal complacency and obsolescence. Too much fear suffocates our spirit and saps our energy. **Just the right amount of fear sharpens our senses and adrenalizes our actions.**

This program will inspire you with just the right amount of fear. **You will learn how the most successful people achieve amazing results against all odds** and how they sustain their preeminence throughout their lifetime. You will be reminded of why you are great. You will be awakened to ideas that will make you greater. And you will be moved to do things that you've never done before.

**The most valuable people in our lives are the ones that make us happy.** They thrill us with their love, their mastery, their energy, their creativity and their generosity. When we think of them, we light up from the inside out.

**My mission is to thrill you with insights so you can thrill others.** I want to share the wows and the wisdom I have harvested over a lifetime of coaching and motivating others. I want you to get the good stuff fast so you can make people happy.

In 2001, I emigrated from Johannesburg, South Africa to Toronto, Canada. I formed a partnership with Environics, one of Canada's leading research companies. I chose Environics because of their marvelous tool – the Social Values Monitor.



## STAR POWER

Launched in 1983, the Social Values Monitor tracks and analyzes the evolution of social values and beliefs across Canada and the United States. It also enables clients to link national research with parallel research from 20 countries around the world.

This rich, innovative methodology has helped hundreds of top companies understand their customers and employees more deeply, and tailor their communications to better connect with their stakeholders' core values. You can find out more by visiting [www.vironics.ca](http://www.vironics.ca)



To identify **The Nine Star Social Values** I have distilled and combined Environics data with my personal experience. The Nine Star Social Values are the inner-resources that make the Great Ones great. They are simple to understand but not as simple to execute.

When the star is ready, inspiration strikes. You're ready. That's why you're reading this. It's your time to thrive. I know The Nine Star Social Values will expand your capacity to create remarkable results. I'm excited for you because when you succeed, I win.

**DESIGNED TO INSPIRE  
& ACTIVATE YOU**



I want *Star Power* to become your personal handbook for success. I also want it to be a fabulous learning experience for you.

It begins with a simple nine-question survey to evaluate where you are in your integration of The Nine Star Social Values.

Then I define each Star Social Value. My insights are written as a series of independent mantras that can be understood at a glance. I have stripped away any verbiage that gets in the way of your immediate understanding.

There are over 500 mantras in this book. Any one of them is powerful enough to be your key takeaway and primary inspiration. Highlight the ones that are most meaningful to you.

As you explore each mantra, write down your reflections in the margin and the spaces provided. By the time you've finished the book, I want you to have written almost as many mantras as I have.

To conclude the exploration of each Star Social Value, I have offered you three opportunities to develop your mastery in this space. Invest the time to write down your thoughts. Be spontaneous. Sometimes your first responses are your authentic responses. You can always change them later. Share them with friends and colleagues. Talk is a powerful agent of change.

Finally, share your thoughts with me so we can take this conversation wherever it needs to go.

[www.mikelipkin.com](http://www.mikelipkin.com)



## ARE YOU A STAR?

Here's a simple test to evaluate your personal integration of the Star Social Values. On a scale of 1-10 (1 = lowest, 10 = highest), rate your spontaneous response to the following statements. It takes 9 to be a Star:

1.	I often do something just to prove to myself that I am able to do it:	<input type="checkbox"/>
2.	I see complexity and change as learning experiences and sources of opportunity:	<input type="checkbox"/>
3.	I am able to fully express my talent and personality to others:	<input type="checkbox"/>
4.	I am able to control my emotions so they enable me to succeed in any situation:	<input type="checkbox"/>
5.	I focus on eating, exercise and self-transformation to create a healthy life:	<input type="checkbox"/>
6.	I am searching for meaning and a higher purpose to my life that transcends my day-to-day activities:	<input type="checkbox"/>
7.	I like to be part of social networks and communities where people are deeply connected:	<input type="checkbox"/>
8.	I consider myself as much a citizen of the world as I am a citizen of my own country:	<input type="checkbox"/>
9.	I feel secure and confident that that my financial resources enable me to live the life that's right for me:	<input type="checkbox"/>

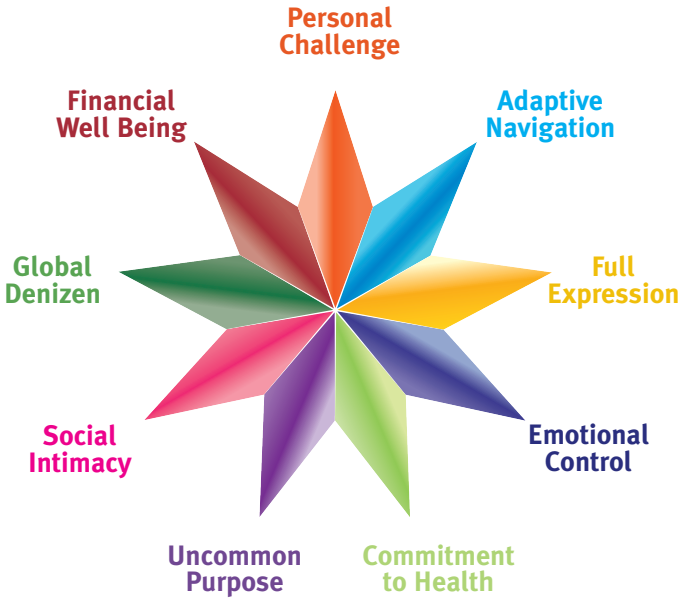


STAR POWER

**For a deeper exploration of  
The Nine Star Social Values  
and what they mean to you  
personally, go to  
[www.mikelipkin.com/starpower](http://www.mikelipkin.com/starpower)  
and type in the code **STAR999**  
to discover how evolved you  
are on each Star Social Value.**

STAR POWER

**THE NINE STAR SOCIAL VALUES**



STAR POWER



**PERSONAL  
CHALLENGE:**

**The core belief that once one sets oneself a goal, one will achieve it; commitment to finishing what one starts; continually setting oneself difficult goals in order to grow; perception of problems and predicaments as offers to be embraced; a blend of optimism and appetite that keeps one happy and hungry in equal measure; belief that everything leads to ultimate success.**



**MANTRA**

**“I’m Ready. Bring It On.”**

**PERSONAL CHALLENGE**

■ Don't look to your horoscope, look to yourself.

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■ Don't listen to the idiot in your head who says it can't be done. Listen to the genius that says it can be done and the doer that says go do it.

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■ The wise person does now what the fool does eventually. Procrastinate later, do it now. Our mental muscles expand in direct proportion to the challenges given to them.

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■ Success means being preeminent. Preeminent means becoming the benchmark for others. As Martin Luther King Jr. said, "If it falls to your lot to be a street sweeper, sweep streets like Michelangelo painted pictures, sweep streets like Beethoven composed music, sweep streets like Shakespeare wrote poetry."

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MY MANTRAS

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■ **The quality of your life is not what appears on the scoreboard.** The quality of your life is really who you're being while you play the game. The scoreboard measures excellence. Without the scoreboard, there can be no excellence but you don't win the game by looking at the scoreboard. Yet, sometimes we're so intimidated by the scoreboard that we don't even look at it. But if you don't check the scoreboard, you don't know what action to take. See the number on the scoreboard and be committed to changing it.

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■ **Whatever we look for is what we tend to find.** If we're not even sure what we're looking for, we'll find *FUD* – fear, uncertainty and doubt. Focus is powerful. And energy is at its strongest where and when it's concentrated. So if we know exactly what we want, we may just find it.

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MY MANTRAS

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STAR POWER

■ **What motivates people to take on challenges and evolve to the next level?** How do certain people become champions on demand? It's a moment of awakening. It's when we recognize that something must be done and we must do it. Our *must do* enables our *can do*. We find or make a way. Our determination is self-fulfilling. And we realize that we are capable of doing so much more.

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■ **We act out the image we have of ourselves.** So we have to build our identity as leaders and influencers. Mastery is about self-definition and self-control. We cannot manage what we do not understand.

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■ **People crave people and things that are proven and dependable.** They want a guarantee of results in a future that offers precisely the opposite. For the time being, the easy times are over. Now, it's serious, and serious times demand substance.

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MY MANTRAS

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STAR POWER

■ **The Old Guys (and Gals) are back.** There is a huge need for a calm mind and a still heart in the turbulence and chaos. There is a huge relief in being around someone who has shown that they can navigate the crisis and bring us safely to our destination. There is huge merit in having stood the test of time.

■ **Integrity, authenticity and courage are back in fashion.**

■ **Be frequently in error, but never in doubt.** Never waver, never wobble. When you discover you've made a mistake, declare your lessons and move forward with conviction. Don't retreat, refine and move on. Bravado breaks down barriers.

■ **“Waffle House has a very simple operational philosophy: Get Open.** They never close. If there is a storm, they try to get their stores open. It doesn't matter if they don't have power or gas. If they can get a generator in there, they'll get going. They'll make coffee with bottled water.” ~ *Craig Fugate, head of Federal Emergency Management Agency*