



MIKE LIPKIN

RESEARCHED MOTIVATION AND PERSUASION

How To Communicate Like a Champion

The Ten Steps to exciting people into powerful action.

The noise has never been louder and the distractions have never been greater. There are so many priorities competing for our attention that we hardly know what to do and when to do it. We're magnetized to people who help us make sense of the chaos and guide us on how to achieve winning results.

Highly Effective Communication is the secret sauce of today's Champions. It is the process of sharing information and transferring emotions in such a way that others are motivated to take the desired actions.

Champion communicators say the right things and they say them in the right way. They inspire and inform others in equal measure. They understand how to make connections and they walk their own talk.

Every year, Mike Lipkin coaches thousands of people in the world's best organizations on how to communicate like champions. He shares ten extraordinary steps with them:

*Mike Lipkin is the founder and CEO of Environics/Lipkin, one of Canada's leading research and motivation companies. He customizes his **program** to the specific challenges facing each audience.*

1. Get into the right mindset
2. Visualize the desired outcome
3. Prepare to win
4. Connect through caring
5. Focus on the students
6. Listen intensely
7. Talk the talk
8. Use your body like a Champion
9. Improvise through humour
10. Finish strong

Communication is a natural process. When it's done right, it's a beautiful thing. It inspires engagement and passion. Sometimes all it takes is a slight shift in emphasis or change in tone. Mike Lipkin will show you how to excite people into powerful action while you have fun doing it. In line with his philosophy that life is theatre with consequences, he will entertain you while he informs you.