



# MIKE LIPKIN

RESEARCHED MOTIVATION AND PERSUASION

## Be Always New, especially when you're not new: The 5 Distinctions to champion innovation and inspire people

Once upon a time, everyone is new. We arrive on the scene with new energy and ideas. We have something to prove and we prove it. We dazzle and delight our customers and colleagues. We are the bright, shiny thing.

Then the seasons pass. We earn others' respect and loyalty. We build our personal franchise. We develop our habits. We operate in our zone of competency and comfort. We start to defend what has taken us years to create.

That's when the crisis hits. Markets change. Technology evolves. Customers demand more. A new breed of players, with a brand new value proposition, suddenly appears. A new game begins that is defined by a very different set of rules. The champions adapt and rejuvenate themselves real time. They are the ones who inspire others to win.

Where are you in the ageing cycle? Are you new? Are you about to be surprised? Are you already playing catch-up? Or are you ahead of the game? Wherever you are, it's time to practice self-rejuvenation as though your life depends on it because it does.

In this remarkable program, Mike Lipkin levers 30 years of performance at the highest level to help you be Always-New, especially when you're not new. He showcases some of the world's most successful examples of brand and personal rejuvenation to bring you the 5 Distinctions To Be Always New.

Delegates will learn the 5 Distinctions to Be Always-New:

1. Master an Always-New mindset.
2. Understand what Fabulous looks like.
3. Demonstrate Your Unique Value Proposition
4. Be the catalyst that inspires change
5. Condition yourself mind, body and soul.

*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.*