



DANCING WITH DISRUPTION

THE SEVEN SECRETS TO THRIVING
ON MASSIVE CHANGE SO THE BEST
PEOPLE WANT TO PARTNER WITH YOU



MIKE LIPKIN | RESEARCHED
MOTIVATION AND
PERSUASION

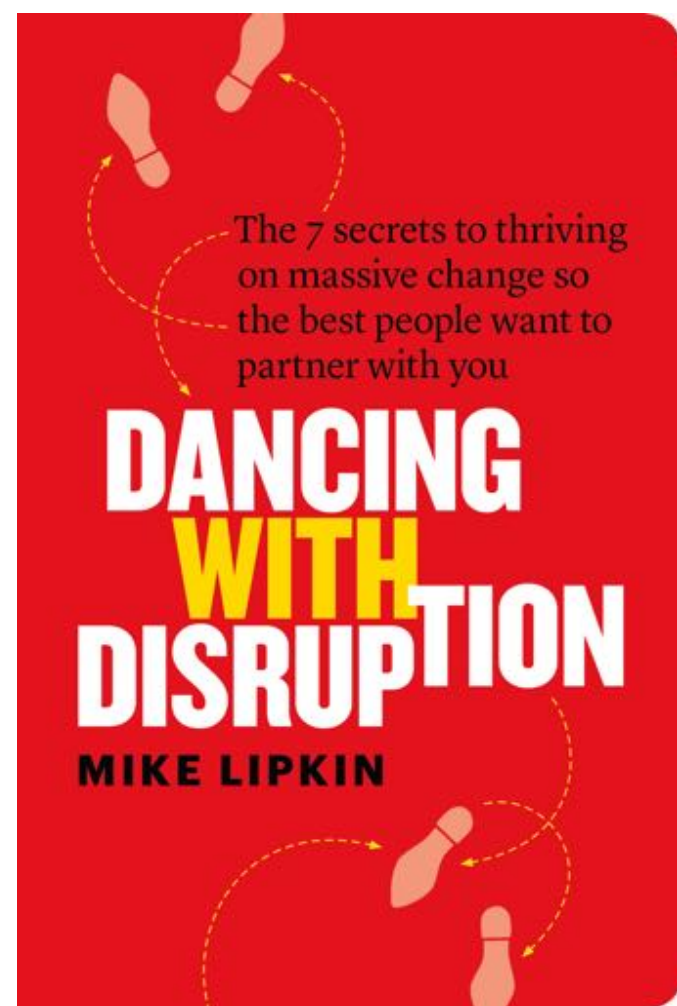
Over the past 25 years, superstar coach Mike Lipkin has studied and worked with thousands of disruptors around the world. In this thrilling guide to personal success, he shows us that the key to extraordinary success is to have so much fun that you become the source of other's joy.

This program is filled with mind-opening insights and examples that will inspire you to act like a disruptor – someone that creates the future one step at a time. There is an amazing breakthrough that is currently just beyond your reach. Mike Lipkin will help you grasp it. The people closest to you are counting on it. It's time to dance.

Mike Lipkin is the founder and CEO of Environics/Lipkin, one of Canada's leading training and motivation companies. He is also a global coach that has worked with a million people in 43 countries. He lives in Toronto. Dancing with Disruption is his seventh book.



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Disruption is given two definitions in the Merriam-Webster dictionary: 1) “to break apart, throw into disorder” and 2) “to interrupt the normal course or unity of.” Random House dictionary also defines it as a “radical change in an industry, especially involving a new product or service that creates a new market.”

A **disruptor**, on the other hand, is defined as someone who destroys, temporarily, the normal continuance or unity of something. They create the conditions for something new to happen. A disruptor is also a person that precipitates a fundamental shift in thinking, action and consequences.

Radical change is the new normal. Disruption has evolved from being episodic to being continuous. It’s not something that we can ever get used to. In fact, it’s impossible to get used to something that’s always changing. It’s always going to be unsettling. We can only prepare for it as best we can over and over again.

The First Secret: Become the person who really knows



The difference between someone who really knows and someone who doesn’t is the willingness to do the work, find the information, talk to the people and formulate one’s strategy. The data have been democratized. Everything is out there if you’re willing to search for it. The tiniest details can reveal the greatest insights. But you must understand and communicate the facts, not the alternate facts.

The Second Secret: Be an audacious dreamer



If you want to be a disruptor, you can be humble, but you can’t be modest. You need a dream that’s bigger than anything that gets in its way. Other people may call you crazy, monomaniacal or misguided. I call it audacious ambition. What are you out to achieve? Is it so big that others are too afraid to go after it? Tell everyone what you want to achieve with them and for them. Somebody will help you make it happen.

The Third Secret: Be simultaneously analytical and creative.



Disruption demands left and right brain firing together. Your intuition may alert you to the opportunity but it’s your intellect that builds your business case. There may be a gap in the market, but is there a market in the gap? There may be hundreds of ways to do something but which one way is the best way? You may have a hunch, but do you also have proof that your way is the right way?

The Fourth Secret: Be prolific



Disruptors try a lot more things than disruptees. They fail fast and they fail forward. The more you lose, the more you win. 1.0 is always imperfect. You will hear the word “no” hundreds of times more than the word “yes.” The best way to get ready is to do things before you’re ready. The best you can do is make it as perfect as you can the first time and then make it more perfect. The philosophy of being prolific is: do more so you learn more so you can achieve more.

The Fifth Secret: Communicate Like Magic



Words are packages of emotion that have a physical impact. They inflict pleasure or pain. Words don’t just describe things, they define things. Our words become our world. The way we communicate determines the way we live. Magic is a learned skill. It’s the capacity to transform people through information and inspiration. The right words at the right time are the moments that shape our lives.

The Sixth Secret: Collaborate like a champion



From Aristotle to Zuckerberg – disruptors transform their partners into powerhouses they could never have become on their own. They transform the process to enable others to achieve unprecedented results. Their mantra is “revolution through collaboration.” They are building an ecosystem of partners that shares its genius. They attract the best talent because the best talent goes where it earns the highest return.

The Seventh Secret: Be unconditionally enthusiastic



Crises are how our lives are rerouted in a new direction. Reversals will always precede fast-forwards. If you’re trying to change the game, you’ve got to love the game – especially when you’re losing. Enthusiasm doesn’t mean exuberance. It means being the best version of yourself. Personal alchemy is the transformation that occurs when you are unconditionally enthusiastic. Follow the code. Do it anyway.