



LEAD LIKE A COACH, WHATEVER YOU DO

The art of enabling others to achieve the outcomes that matter most, while you expand their capacity to sustain remarkable performance

No matter what you do, you're a leader and you're a coach. The two are inseparable from each other. Leading without coaching is malpractice. It's short-sighted and unsustainable. On the other hand, "Leading like a coach" is when you enable, not mandate. You inspire, not intimidate. You expand, not constrict. You make people happy, not miserable – including yourself.

The ultimate game-changer is the ability to empower people with the skills and inspiration to thrive on massive change. We are only as successful as the people that coached us along the way. They are the ones that build our capacity to create the outcomes that matter most. They are leaders that build a following of leaders.

Mike Lipkin is the founder and CEO of Environics/Lipkin, one of Canada's leading research and motivation companies. He is also an international facilitator and catalyst for peak performance. In line with his philosophy that life is theatre with consequences, he entertains his audience while he informs and inspires them. He customizes his program to the specific challenges facing each audience. Every event is the most important one to Mike. He'll work with you to create an unforgettable experience for your people.

Over the past 26 years, Mike Lipkin has coached over a million people in 43 countries. Together with his colleagues at Environics, Mike studies the people that enable others to achieve extraordinary results. In this eye-opening program, Mike shares their ten essential practices with you in a way that will equip you to take immediate action:

1. **Be Curious.** Discover for yourself.
2. **Make It Your Mission.** Identify yourself as a capacity catalyst.
3. **Focus On The Prize.** Become a conduit of fulfillment.
4. **Make A Plan.** Discern the 6 W's: What, why, how, who, when, where.
5. **Partner With Purpose.** Help others win and winners will want to work with you.
6. **Ask, Don't Tell.** Open peoples' minds through powerful questions.
7. **Actively Listen.** Foster an emotional safety-zone where people can be entirely candid.
8. **Get Out There.** Nothing worthwhile ever happens behind your desk.
9. **Communicate Like a Champion.** Build your vocabulary of victory.
10. **Never forget why you signed up.** Act like you just made the decision today.

Call 416 969 2822 to explore how Mike can help you and your colleagues lead like the coaches that they need to be.

HOW TO LEAD LIKE A COACH, WHATEVER YOU DO

THE ART OF ENABLING OTHERS TO ACHIEVE THE OUTCOMES THAT MATTER MOST, WHILE YOU EXPAND THEIR CAPACITY TO SUSTAIN REMARKABLE PERFORMANCE



1. Be Curious

- a. Discover for yourself
- b. Choose to be fascinated
- c. Weave your network of "knowledgeables"



2. Make It Your Mission

- a. Identify yourself as a capacity catalyst
- b. Excite others into action
- c. Turn your cast into stars



3. Focus On The Prize

- a. Become a conduit of others' fulfillment
- b. Define it as SAID: Specific, Actionable, Inspirational, Dream
- c. Discipline yourself against distraction



4. Make A Plan

Discern the 6 W's:

What	Who
Why	When
How	Where



5. Partner With Purpose

- a. Choose the best
- b. Develop a reputation as someone that helps others win
- c. Grow an ecosystem of quality



6. Ask, Don't Tell

- a. Spotlight key areas for exploration
- b. Open peoples' minds through great questions
- c. Build people's confidence in their own solutions



7. Actively Listen

- a. Set up a cadence of "check-ins"
- b. Foster an emotional safety-zone where people can be entirely candid
- c. Encourage people to share through every channel



8. Get Out There

- a. Be visible
- b. Showcase the desired behaviours
- c. Celebrate the everyday heroes and sheroes



9. Communicate Like a Champion

- a. Always be connecting
- b. Build your vocabulary of victory
- c. Live the perception you want others to have of you



10. Never Forget Why You Signed Up

- a. Act like you just made the decision
- b. Bring the heat every day
- c. Go for the "WOW"

