



## How to deliver the **ultimate value proposition:** Creating breakthroughs with others

“The most valuable people are the people that create breakthroughs with others. It’s as simple and spectacular as that. I define a breakthrough as an action that moves someone through an obstacle. Or it’s a sudden insight that enables someone to achieve a remarkable result. Or it’s a personal victory over doubt that liberates someone from their fear. Or it’s a decisive discovery that precipitates extraordinary progress. Or it’s the accomplishment of significant personal success.

I call someone that creates breakthroughs with others: The Potentiator.

The Potentiator is someone that increases others’ strength and effectiveness. They bring people together so they can achieve more than they could separately. They help actualize others’ dreams. They produce more energy than they consume. They cause breakthroughs by helping others play at their best.

We’re only as good as the people that help us play at our best. Creating breakthroughs with others is the greatest gift we can give them. The benefit is always reciprocal.”

Mike Lipkin

*“Your impact was tangible. The feedback from the audience was awesome. So many people choose to seek me out to share their “Mike moment”, sometimes it was something they needed to hear, feel or action they needed to take.”*

Jill Archibald, Business Unit Head,  
Rare & Metabolic Diseases, Takeda Canada

**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 potentiator of 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.

**In this powerful program, Mike Lipkin will coach you on how to become The Potentiator. You will learn the Ten Potentiator Practices:**

Lay Your  
Foundation

- 1 Be Self-Savvy
- 2 Develop Situational Sensibility
- 3 Make a Powerful Promise

Grow Your  
Capacity

- 4 Become Sublimely Skilled
- 5 Build Robust Resilience
- 6 Grow Courageous Creativity
- 7 Be Fanatically Faithworthy

Make Your  
Impact

- 8 Cultivate Close Connections
- 9 Communicate Like a Champion
- 10 Cause Bold Breakthroughs

**Call 416 969 2822 to explore how Mike can help you and your colleagues become the Potentiators that help everyone else win.**

# THE TEN POTENTIATOR PRACTICES

## Lay Your Foundation

- 1. Be Self-Savvy**
- Define your principles
  - Discern your impact
  - Play your role

- 2. Develop Situational Sensibility**
- Get out there
  - Know the trends
  - Connect the dots

- 3. Make a Powerful Promise**
- Declare your purpose
  - Express your value proposition
  - Focus your execution

## Make Your Impact

- 8. Cultivate Close Connections**
- Choose your mobilizers
  - Become an insider
  - Give to get

- 9. Communicate Like a Champion**
- Say it like you mean it
  - Talk their language
  - Connect them to their purpose

- 10. Cause Bold Breakthroughs**
- Own it
  - Celebrate the struggle
  - Finish like a professional

## Grow Your Capacity

- 4. Become Sublimely Skilled**
- Practice for real
  - Become the authority
  - Make it a pleasure

- 5. Build Robust Resilience**
- Interpret to win
  - Be prolific
  - Train like an athlete

- 6. Grow Courageous Creativity**
- Unleash your imagination
  - Experiment like Edison
  - Talk, listen, learn

- 7. Be Fanatically Faithworthy**
- Commit to your commitments
  - Come through in the crunch
  - Be the best you can be every day

