

# CREATE YOUR OWN CERTAINTY

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Maximum uncertainty is a new fact of life. I don't just mean being unsure about what's going to happen next. I mean not knowing what to do. Not knowing what we don't know is the primary source of fear. The suspense is killing us. So, what's the antidote? It's simple but it isn't easy. Do what you know. Don't be derailed by what you don't. We're into the second month of lockdown. It's time to CYOC – Create Your Own Certainty.

So, here's how I'm doing what I know – in specific order. You do your thing:

## 1 ALIGN YOURSELF WITH CURRENT REALITIES

Come to terms with your shock. Corona is like a continuous car wreck, but we have to keep driving in the right direction. Don't expect it to get easier. It's only going to get harder. We can feel exposed, afraid and determined at the same time.



## 2 DISCIPLINE YOUR DISTRACTION

Living Under Maximum Uncertainty can make it very hard to concentrate. There are infinite ways to get lost in a parallel universe. So, commit to doing the work that must be done. Strengthen your mental muscles. Now is the time to become unstoppable.



## 3 BE INFORMED NOT OBSESSED

Being informed empowers you with the essential facts. Being obsessed means filling your mind with worst case scenarios. Read, listen or watch the news, but don't be hijacked by it.



## 4 BELIEVE YOU WILL SURVIVE AND SUCCEED

Believe means to accept as true. Like gravity, it's undeniable. So, believe you are designed for this environment. Then find ways to prove it.



## 5 GET PHYSICAL

Overcome your inertia. Inertia literally means doing nothing. If you do nothing, you cannot do what you know. So, get moving. Exercise alone will make you smarter and stronger.



## 6 CREATE A FINANCIAL PLAN

Confront the brutal facts. Don't procrastinate. Access the help that the government is offering. Talk to your bank or your advisor. Protect your credit rating.



## 7 BUILD YOUR BRAIN

Use this time to multiply your mind. Sharpen your most vital skills. Master new technology. Read a great book. Make a video. When this is all over, make sure you're all over this.



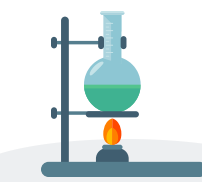
## 8 GROW YOUR RELATIONSHIPS

Isolationism, (yup, that's another new word) should not prevent you from nurturing your relationships. Take care of the people in your inner circle. Reach out to mobilizers and opinion leaders in your industry. Earn their attention by offering them valuable insights. Become someone that shows what CAN be done.



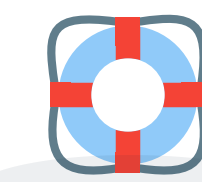
## 9 EXPERIMENT WITH NEW APPROACHES

2020 has been a year of utter devastation. But it will also be a year of miraculous reinvention. To experiment means to test something in order to discover if it works. We are all starting from scratch in a post-Corona world. Start small. Think big. Act now.



## 10 BECOME A WALKING ESSENTIAL SERVICE

The government of Ontario has defined 44 essential services in terms of function. No people are mentioned by name. However, ask yourself: what would it take for me to become an essential service? How can I become a model of what's possible? Where can I find the inspiration and strength to empower others to carry on?



This is Mike Lipkin and I hope I've helped you CYOC, create your own certainty. Pass it on.