

# Use Your Super-Powers To Lead The Recovery



In the age of Covid, every person and every organization is going through a massive reset. To Quote Jeff Bezos, CEO of Amazon, "it's always day one." Every life is being rerouted in a new direction. It may occur to us as a disaster or a catastrophe. It may seem unfair or even cruel. No matter who you are, you are confronting a future that is nothing like your past.

It's easy to feel overwhelmed or pessimistic in this environment. You're only human if you're tempted to retreat into your foxhole. It's entirely natural to be anxious. In fact, it's expected. That's why success will accrue to those who enable others to thrive on TUNA – Turbulence, Uncertainty, Novelty & Ambiguity.

Through his work with hundreds of high-performers and his partnership with Environics, one of Canada's leading research houses, Mike Lipkin has discovered the three essential Super-Powers for winning in the new realities: Certainty, Charisma and Conditioning.

In this remarkable program, Mike Lipkin reveals the Ten Key Forces shaping the immediate future and how to prepare for them. They are:

1. **FAD: Fear, Anxiety and Doubt**
2. **Contact Avoidance.**
3. **Virtual Communication.**
4. **Global Contraction.**
5. **Trust in Tribes.**
6. **Breakneck Breakthroughs.**
7. **The Great Give-back**
8. **Healthy Gratitude.**
9. **Authentic Humanity.**
10. **Personal Precedent.**

Then he coaches you on how to develop your 3 essential Super-Powers and share them with others. You will be informed and inspired in equal measure. Specifically you will learn:

## Certainty

Certainty is an inside job. It's the knowledge that you've built for this environment, whatever happens. It's the ability to make fear your fuel. It's the determination to experiment and grow. It's the formulation of a simple plan that comprises an inspirational goal, a motivating purpose and relentless action. In short, it's the resolution to become an essential service so the most desirable people open up to you.

## Charisma

Charisma is your gift that magnetizes others to you. It requires that you act your role every time you appear on someone else's screen. It means lighting yourself up both virtually and literally. It involves making a powerful promise that makes you irresistible. The more you practice, the more charismatic you'll become.

## Conditioning

Conditioning is your capacity to stay the course. It's the resilience to absorb the disappointments without being destroyed. It's the discipline to focus on what fires you up not burns you out. It's the love of networking with champions so you become the company you keep. And it's the celebration of the struggle because that's how you grow stronger, faster, smarter.

It's time to help lead the recovery and have some fun along the way. Mike will work with you to customize this program to the specific challenges facing your people. He will engage you in a detailed briefing session and adapt his material accordingly. Call him on 416 917 6007 or email him at [mike.lipkin@environics.ca](mailto:mike.lipkin@environics.ca).



### Mike Lipkin

The president of Environics/Lipkin, a global research and motivation company based in Toronto. He is also an international strategic coach, facilitator and catalyst for high performance. Mike combines his learning from talking to a million people in sixty five countries with the insights from the Environics Social Values research to help his clients create breakthroughs. He founded Environics/Lipkin in 2001. He has written seven bestselling books on personal leadership and effectiveness. In line with his philosophy that life is theatre with consequences, Mike entertains his audience while he inspires them.