



# Do You Speak Breakthrough?

## Welcome to Mike Lipkin's Masterclass on The Language of Change

Did you know that almost 9000 new words or definitions will be added to the English language in 2021? Considering that the average person only has an operational vocabulary of twenty thousand words, this is a huge increase. The Oxford Dictionary called it a seismic shift in an unprecedented year. A whole new lexicon is being activated by the coronavirus, climate change, the social justice movement, and massive technological innovation. It's the new Language of Change and it's evolving at hyper speed. Can you speak it?

Here are just some of the words or phrases that have shot to prominence and are redefining our world: **Allyship, Blended-Learning, Blursday, Cancel-Culture, Code-Switching, Covidiot, Doomscrolling, Infodemic, Moonshot, Net-Zero, R-Number,**

**Take-a-Knee, Techcelleration.** The words we use shape the lives we lead. They are the filters through which we interpret the meaning of every experience. They are also our bridge to others. Words build bridges or burn them. Talk isn't cheap. It's transformational.

So what do your words say about you? Would you follow you? Would you be inspired by you? Would you be reassured by you? Would you want to invest more time with you? Would you choose you over your myriad competitors? The moment you begin talking with others, it becomes apparent whether you're speaking breakthrough, status quo or even worse, regression. It's broadcast by the words you use and the way you use them.

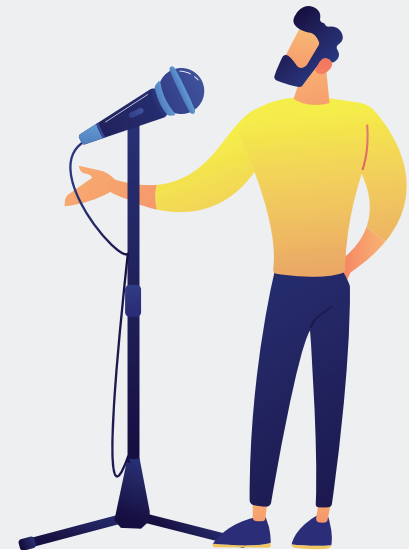
So let's talk Breakthrough. A breakthrough is a solution to a pressing problem; it's a sudden insight that enables someone to achieve remarkable results; it's a personal victory over doubt that liberates someone from their fear; it's a decisive discovery that causes extraordinary success. In short, a breakthrough is whatever people need most in that moment.

# Mike Lipkin's Top Ten Guidelines To Speaking Breakthrough

1

## Master Your Conversational Domain.

Read, watch, listen, talk to the champions of your craft. Discover for yourself. Learn with intent to teach. Be willing to be shocked and surprised. Then become the one who REALLY knows.



## Consciously Create Your Signature Style and phrases.

2

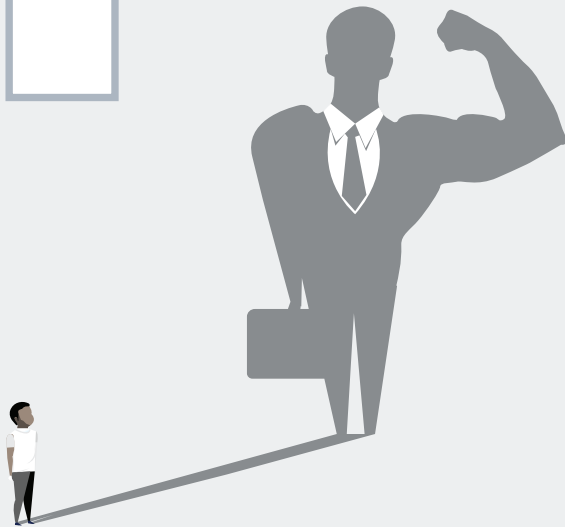
Every great communicator has an original way of communicating that differentiates them from the pack. They say it like they invented it. They own their impact. They sound unique and fresh. They carefully choose their words and turn them into their personal mantras. That's how they make every conversation memorable.



# 3

## Get In The Game.

Dive in, don't stand back. Embrace the chaos and the craziness. Be a competitor, not a spectator. Relish the bruises and setbacks. Practice with the purpose of acquiring proficiency. That's how you become smarter, faster, stronger.



## Make Peace With Your Inner Coward.

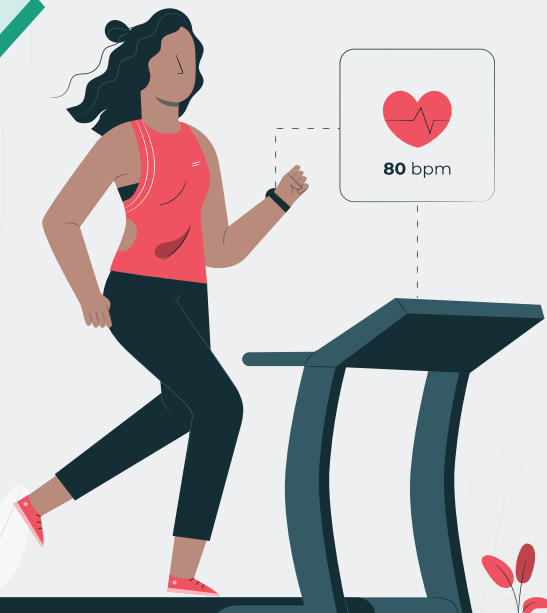
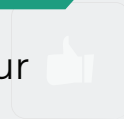
# 4

Everyone has a coward within them. Don't kowtow to it. Play scared. Confront your doubts. Be relaxed being nervous. Your fear will keep you humble. Your courage will make you a hero.

# 5

## Celebrate The Struggle.

Hard work is hard. Your struggle will build your muscle. It signals that you're pushing your boundaries. Until you struggle with anything, you don't know how much potential you're leaving unexplored. Anything that comes too easily doesn't stretch your capacity. The struggle is the pain that precedes the breakthrough. It requires urgency and patience in equal measure.





## Express Your Joy.

6



Communication is about the transfer of feelings just as much as the transfer of facts. In every conversation, consciously demonstrate your delight to be in the presence of others. Be unconditionally enthusiastic because the time to be at your best is in the crunch moments. Remember why you signed up. When people observe you, they must think that you obviously love what you do.

7

## Listen With Extreme Empathy.

The way we listen to others becomes their opinion of themselves. It's called the "reflected self." It's how we see ourselves reflected in the responses of others. When we listen for the mindset, moods and meaning, we hear so much more than if we just listen to the words themselves. Go beyond the obvious to where the real magic is.





## Take Control.

8



There are threshold moments when an effect begins to be produced. It's when effort turns into reward or evaporates into missed opportunities. That's when you need to take control. Assume the responsibility for making it happen. Say what needs to be said. Do what needs to be done. Swing for the fences. Dare with audacity.

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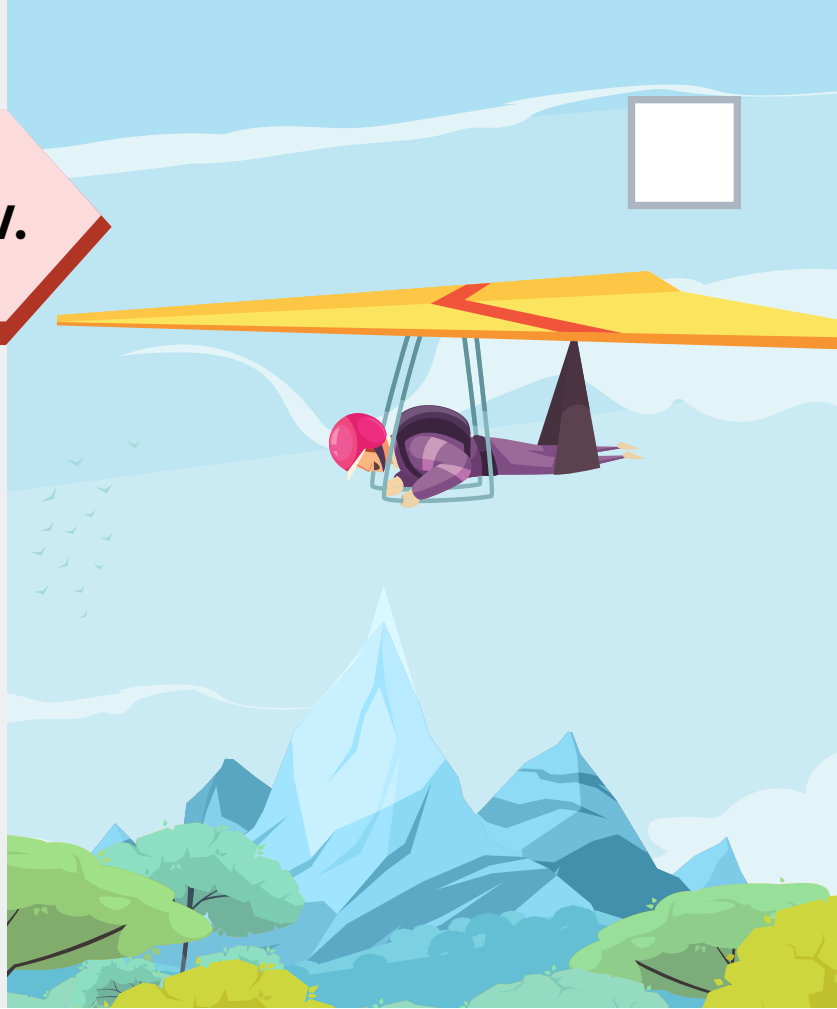
## Be The Potentiator.

To potentiate means to increase the power or effectiveness of someone else. It literally means turning potential into reality. When you become The Potentiator you transform others into the best versions of themselves. You enable them to achieve outcomes they would not have been able to achieve without your personal alchemy.



# 10 Go For The WOW.

WOW means With Open Wonder. It's when you're knocked back by the excitement or pleasure of a sensational success. It's the experience that reminds you to believe in magic and miracles. It's an encouragement to excellence and an antidote to anxiety. It's what makes it all the frustrations, misfires and disappointments worth it. What would that take for you?



**Nothing happens until someone speaks. Just say the words. And it will all happen from there. Let's talk about how I can help coach your team-members on the New Language of Change so they can create remarkable results together.**

