

THE POTENTIATOR

How to Create Breakthroughs
with Others in a
Post-Pandemic World



BY MIKE LIPKIN



Every day we're faced with a future that seems more daunting than the day before. The problems appear bigger than ever but so do the opportunities. It's easy to feel overwhelmed and alone in the face of such cataclysmic change.



That's why we're only as good as the Potentiators we purposefully place in our lives. They are the everyday superheroes whose superpower is to enable us to perform at our best. In turn, we need to intentionally play that role for other people. That's how breakthroughs are created in a post-pandemic world. In this heart-stirring guide, Mike Lipkin shows you how to succeed at others' success, while you live your best life. Specifically, he introduces you to The Five Potentiator Practices that will multiply your impact and scale your results:

1. Know Your Game

This is foundational to everything else. It's about being an authority in your field—so you become the go-to person for those in the know.



2. Build Robust Resilience

This means building the capacity to turn every setback into a launchpad. It's about thriving in the crunch moments so you can empower others to capitalize on their crises.



3. Grow Courageous Creativity

This means cultivating the ability to see the world in new ways and the commitment to shape it the way you see it. It's about liberating yourself to live your vision so you can free others to pursue their passion.



4. Communicate Like a Champion

This means developing the talent to transfer just the right information and inspiration to others. It's about using all your gifts to excite others into successful action.



5. Cultivate Close Connections

This means mastering the art of accelerating trust and intimacy. It's about becoming so integral to the wellbeing of others that they choose to invest their time with you.



Through revealing case studies, research-backed insights, and powerful exercises, you'll discover how to transform yourself into the Potentiator - to the enormous benefit of everyone around you. There is no higher accolade than being recognized as someone who helps others perform at their best. Now more than ever, the world needs you to unleash your superpower. Mike Lipkin shows you how.

Mike Lipkin is a proven potentiator to over a million people in 67 countries. He is also the founder and CEO of Environics/Lipkin, a global communication and coaching company based in Toronto. *The Potentiator* is his eighth book.

"I've had the pleasure of collaborating many times with Mike Lipkin, whether he is presenting his insights at a workshop, acting as a mentor or sharing his personal journey to encourage and educate. I love reading his books because they're a treat for my brain and my heart. His latest offering, *The Potentiator*, is signature Mike: he motivates, encourages and inspires readers as they journey toward positive change. *The Potentiator* illuminates the path."

Dr. Diane McIntosh, chief neuroscience officer, Telus, and author of *This Is Depression*