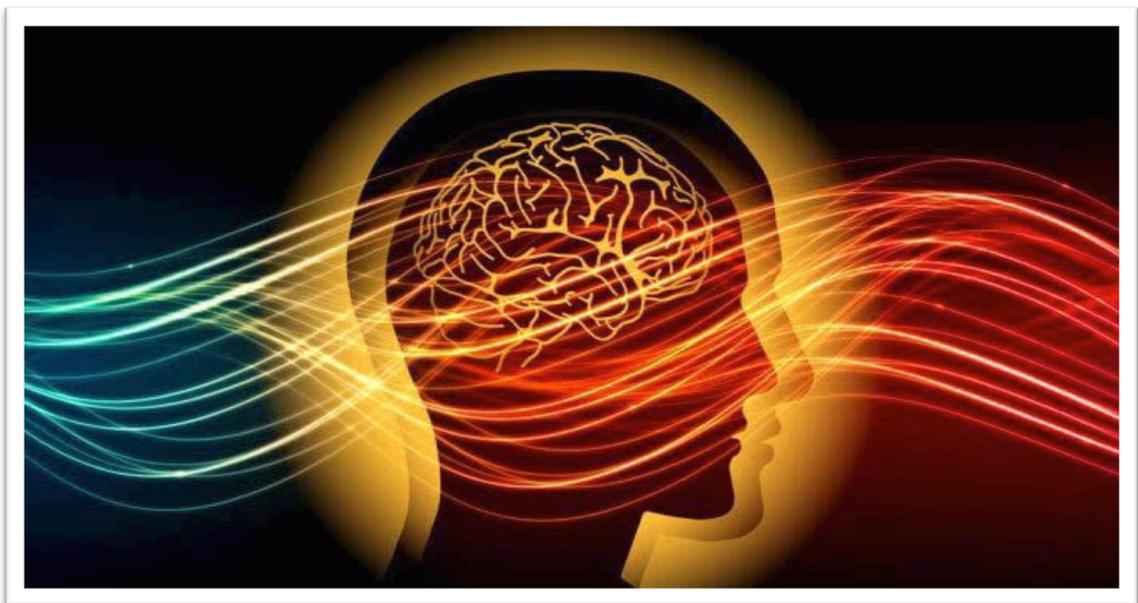


Creating the Flow State.

Flow is the state of mind that top athletes use to achieve their peak performances and most World Records and Olympic successes are now being attributed to the flow state. Some of us experience flow while listening to music, watching a beautiful sunset, working in the garden, holding a deep and meaningful conversation with a friend etc. It's found everywhere, in sport, music, art, nature etc and many top businesses are now teaching their staff about flow in order to bring it into the work place.

When we are in the flow we are in an optimal state of consciousness where we feel and perform at our absolute best. Our intentions and actions merge and we create a brilliant performance, often surprising even ourselves! When in flow people report that the world around them seems to disappear, they lose their sense of self and time becomes distorted. Although totally focused on the task in hand, our actions feel effortless, as though our success is guaranteed and inevitable. When in flow we are completely 'in love' with what we're doing and we pay little or no attention to the results we are trying to achieve because we know they will be spectacular.



Maslow referred to flow as *a peak experience*. In sport it is often called *runners high* or *being the zone*, in music it's referred to as *being in the pocket* or *in the groove*. Whatever we call it, it's a wonderful experience and will almost certainly produce the peak results we are looking for. Science's recent findings are extremely useful for creating higher levels of success in our lives. There is now scientific proof that when in flow:

- We are 5 times more productive than when in normal operational mode
- We experience no apathy, boredom, fear, worry, anger or anxiety
- We lose our sense of self and so eliminate toxic ego problems

- We silence our inner critic and learn to love and appreciate ourselves more
- We become much more mindful and reduce useless and confusing thoughts about the past and the future
- We stop 'over thinking' things, relax and rely more on our subconscious to achieve the results we are looking for

Although rare, most of us have experienced flow at some point in our lives. A time when we just couldn't say or do anything wrong and we achieved our goals with what felt like almost no effort at all. The success we were looking for seemed to just fall into our lap with minimal effort. We've all also experienced not being in flow too! When we have to struggle really hard to achieve even tiny improvements and it feels like we are constantly swimming against the current.

From a work perspective flow is being totally present, focusing on a single task, performing that task to the absolute best of our ability and finding a sense of relaxation and happiness while doing it. Flow releases us from our need to become powerful, intense or aggressive and replaces it with lightness, ease and grace. When in flow we are at our best and we produce our best too.

Flow is an experience that is always pleasant, enjoyable, and intrinsically motivating. Imagine what would happen if we took flow into our work place or business! How easy would it be to make those difficult phone calls? How enjoyable would it be following up on all the tasks we have to do and speaking to all people we know we should be talking to? If we could be 5 times more effective, how easy would it be to rise above the competition, create some real success and achieve the goals we've set for ourselves.

Achieving more Flow in our business lives.

Science has now identified around 20 *flow triggers* which can help companies and individuals create more flow in their work life. My latest keynotes and workshops cover these triggers and teach people how to practice the techniques recommended in order to create more flow for themselves. I explain the science behind the flow state covering the neuro-chemical changes and brain wave patterns that occur, so that people can understand how and why they should master the flow triggers and practice the techniques.

To give your managers and staff a complete understanding of the flow state and teach them how they can create more flow in their business lives, please contact:

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