

April Jefferson & Anjali Leon

**Flow Like Water: Sustainable Practices for Creative Flow**



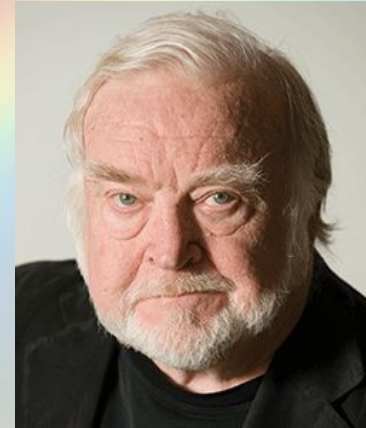
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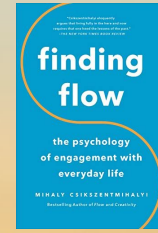
# Creative Flow

The state of being fully immersed and completely present while collectively engaged in a creative endeavor.

– April Jefferson & Anjali Leon



Inspired by,  
Mihaly Csikszentmihalyi





Connect to MENTI

# FLOW LIKE WATER

Sustainable Practices for Creative Flow



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To flow like water is engaging . . .



as a collective with **EASE**

Image source: Longwood Gardens



To flow like water is doing what is . . .

ESSENTIAL

To flow like water is being . . .

Do what is **ESSENTIAL**

**ADAPTIVE**



To flow like water is applying . . .

Do what is **ESSENTIAL**

Be **ADAPTIVE**

**SUSTAINED**





To flow like water is building . . .

Doing what is **ESSENTIAL**

Be **ADAPTIVE**

Apply **SUSTAINED** effort

**ENDURANCE**



A water polo player in a black and orange patterned swimsuit is performing a handstand on a pool ball. Two teammates are in the water, one on each side, supporting the player's hands. The background shows a pool with spectators seated in blue chairs.

To flow like water is to. . .

Do what is **ESSENTIAL**

Be **ADAPTIVE**

Apply **SUSTAINED** effort

Build **ENDURANCE**

as a **COLLECTIVE**



- Create a shared vision
- Align to a compelling challenge
- Target achievable goals
- Seek voice of the customer
- Focus on a single goal
- Focus on value
- Clarify ways of working
- Remove waste
- Begin with the end in mind

What practices are most **ESSENTIAL** for creative flow?

Connect to the larger purpose or impact

Make goals challenging *and* achievable

Become fluent in working with each other



What is **ESSENTIAL** for Sustainable Creative Flow?



- Rapid Feedback
- Make Data Driven Decisions
- Frequent Value Drops
- Retrospectives
- Engage in 'Yes and...'
- Improve the work
- Flexible plans
- Inspect and adapt
- Limit work in progress

What practices encourage us to be **ADAPTABLE** and **SUSTAINED**?

Get comfortable with the uncomfortable

Create flexible plans

Bias for action, feedback & reflection



What supports being **ADAPTABLE & SUSTAINED?**



- Welcome change
- Experiment
- Refactor
- Embrace learning
- Let go of the past
- Be observant
- Decisive
- Collective Ownership
- Appreciations & Celebrations

How would you prioritize these practices to build **ENDURANCE**?

Stay poised to adapt\*

Remain vigilant

Be decisive with care

\*Adapted from Joy of Agility, Joshua Kerievsky



Image Source: Netflix

What builds **ENDURANCE** for sustainable creative flow?



Under-utilized Talent



Waiting



Wishful Thinking



Defects



Over Processing



# Are we in *Creative Flow*?

Is what we are doing valuable and addressing the immediate challenge?

Where might we be allowing waste in our work?

How are we staying open and flexible?

Do we have a rhythm? or are we stuck?

How are we learning and trying new things?

How are we positioned to jump on new opportunities?

# INNOVATOR'S

CURIOSITY

EMBRACING AMBIGUITY

RESILIENCE AND  
PERSEVERANCE

LETTING GO

## CREATIVE FLOW MINDSET

ADAPTABILITY

MAKING TEAMMATES  
LOOK GOOD

CUSTOMER-CENTRICITY

RISK TAKING AND  
EMBRACING MISTAKES

CONTINUOUS LEARNING AND  
IMPROVEMENT

# IMPROV

# LEAN-AGILE





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