April Jefferson & Anjali Leon
Flow Like Water: Sustainable Practices for Creative Flow
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
FLOW LIKE WATER

Sustainable Practices for Creative Flow

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To flow like water is engaging . . .

as a collective with EASE
To flow like water is doing what is . . .
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
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?
What practices encourage us to be adaptable and sustained?

- 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
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

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?
CREATIVE FLOW MINDSET

INNOVATOR'S CURiosity
EMBRACING AMBIGUITY

LETTING GO
MAKING TEAMMATES LOOK GOOD
RISK TAKING AND EMBRACING MISTAKES

CONTINUOUS LEARNING AND IMPROVEMENT
ADAPTABILITY
CUSTOMER-CENTRICITY

LEAN-AGILE
IMPROV

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