

In today's wired world, too many of us are digitally distracted, working 24/7, and struggling to find the focus and time needed to work and live at our very best. This is why flow is essential. Flow allows us to organize our lives around practices of intrinsic value: habits and ways of being that we have decided are important, fulfilling, and have the capacity to change the world for good.

## The Impact of Flow

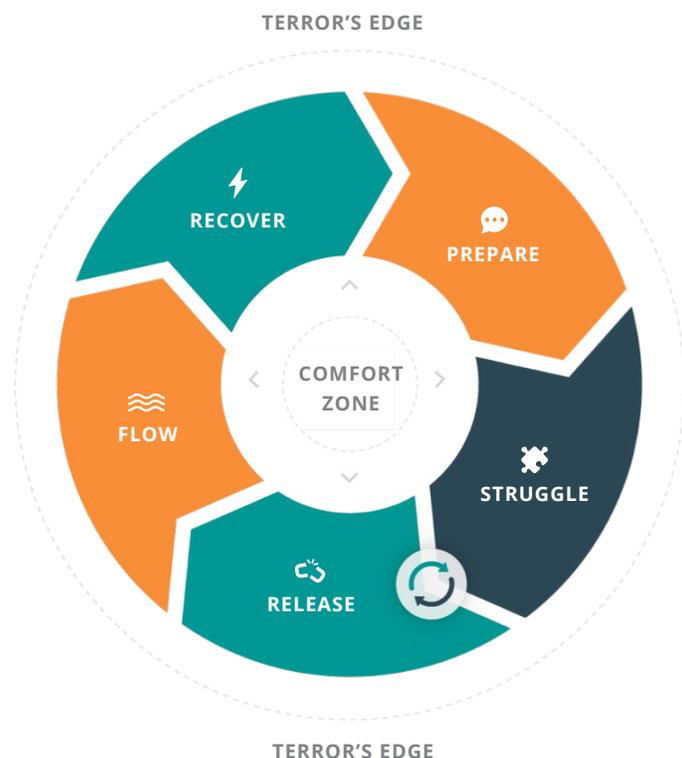
When you're in flow, you're in the zone. Better yet, when you're in flow, you're more creative and productive than ever before. Flow is also about your ability to take care of your body, wellness, and work-life balance. Flow is a mindset, a method, and a set of systems, structures, and/or habits designed to help us do more and be happier in the process.



When in flow, we are **5x more productive** and **up to 7x more creative.**



Executives who spend **15 to 20% more time in flow** **double their productivity.**



## How to Create More Flow

-  **Step 1. Prepare:** To embark on flow, step back and get clear on your desired outcomes. Be strategic about what you want and what needs to happen next. What do you want? Why do you want it? What do you need to do to get it? How do you plan to break it down into smaller sub-tasks?
-  **Step 2. Struggle Purposefully:** Once you're clear on your goal, engage in intentional and focused intervals of effort. Struggle isn't our enemy. Purposeful struggle—struggle that is pushing us to tackle new challenges and learn new things—is golden!
-  **Step 3. Release:** Research shows that we can only struggle intentionally, purposefully, and with full effort in small steps (e.g., 90-minute sprints). To struggle successfully, you have to take time out to release, even if it is just a short walk or a few minutes of idle contemplation.
-  **Step 4. Flow:** When we're in flow, we are so engaged in our work, we can't even keep track of the time. We're consumed by what we are doing to the point where it feels effortless. When you're in this state, maximize your time to realize projects you never imagined completing.
-  **Step 5. Recover:** Flow feels so fantastic that you'll want more—but first, take time out to recover and reward yourself.

Explore AIM Leadership's free resources to discover how to embrace a growth mindset, hack procrastination, create more time, optimize your meetings, and much more:

[AIMLeadership.com/Resources](https://AIMLeadership.com/Resources)