

Our Global Project: „Csikszentmihalyi’s FLOW is Good Business™”

Mihaly Csikszentmihalyi is one of the greatest living psychologists of our age. He earned his fame by defining and providing a detailed description of the FLOW state. FLOW is a dynamic state in which you feel completely immersed in the actual activity. Concentration and feeling of control is very high while the ego falls away. Time flies and everyday troubles melt away. Any kind of activity can trigger this phenomenon: sports, art, playing with children or even working at a production line. This entails that FLOW is not only depending on the given activity, but on the relation of skills and the challenges the given activity means to the person.

We are proud to say that our company, ALEAS Group Ltd. of Hungarian ownership, has been working for the last three years on one of the most prospective, most exciting management/leadership development projects.

Our development lab tries to bring the most out of our expertise in content and innovative methodology to create unique e-learning solutions. At the moment, we are working on the e-learning adaptation of FLOW theory: an applied positive psychology theory, with world-wide popularity.

No wonder that various management development schools have been discovering and rediscovering the theses of Csikszentmihalyi, Professor of Claremont Graduate University, California. The reason for this is the fact that organizations capable of fostering and sustaining long-term Flow for their employees, can count on increased performance standards in the long run.

The greatest acknowledgement of the ALEAS development lab is that in 2007, Professor Mihaly Csikszentmihalyi granted exclusive rights for creating an interactive e-learning product from *Good Business*. "Csikszentmihalyi's FLOW is Good Business" game-based e-learning simulation is the greatest investment made in the ALEAS me-Learning® Labs. The objective of the interactive e-learning course is to illustrate the individual and

collective application of FLOW with all its added values (as well as its relation to business productivity); thus providing learning space for leaders and managers to become a FLOW facilitator: a leader able to foster and sustain FLOW on the spot in the long run.

The essence of me-Learning courses is that high-profile professional dilemmas are set into simulated environment. “FLOW is Good Business” is set in a California Winery, in which users become a new General Manager, having to make decisions in order to create FLOW in the direct environment.

The official premier of “FLOW is Good Business” is to be held in the first quarter of 2010, in Budapest and Los Angeles.