

FLOW in Good Business – Executive Summary

The business need

The goal of the management of any company is to create value through the labor of people working together for a common cause.

The best managers know that to do this, the company has to focus on more than satisfying shareholders' expectations for immediate gain. Great leaders have learned that in order to build a business which is both profitable and humane, they must tailor their personal leadership styles, workplace conditions, business goals and company visions into something that brings first the best *for* employees in order to bring the best *out* of them. If a leader promotes a workplace environment where employees are happy, actually enjoy their work and grow in the process of doing it, the business will flourish and the profits will come.

Teaching how to achieve this ideal productive state is what *Flow in Good Business* is all about.

The solution

The e-learning application *FLOW in Good Business* from ALEAS Group Ltd. helps managers effectively create a workplace environment in which **flow** can flourish – a workplace that promotes employee engagement and positive attitudes. *FLOW in Good Business* teaches that before profit and the bottom line the needs and happiness of your employees come first.

The inspiration for *FLOW in Good Business* is the well-known flow theory of renowned Hungarian American psychologist Prof. **Mihály Csíkszentmihályi** as described in two of his works on the subject **Flow: the Psychology of Optimal Experience** and **Good Business: Leadership, Flow and the Making of Meaning**.

What is “flow”?

Flow is “being in the zone”, “getting in the groove”, “being on fire”. **Flow means being in a totally optimal state of performance.** It is that magical moment when everything seems to come together - you become fully immersed in the activity, fears and insecurities melt away, action becomes spontaneous, and you feel fully alive in the present moment.

Why is flow important in business?

Flow is the difference between a good team and a great team. It is the difference between good performance and great performance. It is the difference between a good day at work, and a fantastic day at work. If there is flow in your business, staff turnover and employee complaints are reduced. **When in this flow state, employees perform at their peak. Not only do their productivity levels soar, but they experience a deep sense of satisfaction.**

Work becomes a source of enjoyment and personal growth. Your company will become a place that people look forward to being a part of.

The product

FLOW in Good Business is a simulation. Set in a Californian winery, the player is guided on a path towards optimal leadership development, flow inducing corporate culture development, and self-actualization through interactive dialogues with virtual avatar colleagues and clients. Included in the course content are **testimonials** from successful business leaders who experience flow and succeeded in facilitating flow in their companies, **mini-lectures** on related leadership development topics from prominent professors and motivational speakers, and informative clips pertaining to flow in the California wine industry.

User Learning Objectives:

- Understanding the concept and conditions of flow.
- Creating a blueprint for flow in good business through the application of an inspiring vision, mission statement and goals that are good both materially and spiritually.
- Using leadership techniques to enhance flow.
- Pursuing honest introspection as a pre-requisite to flow:
 - *“How am I contributing to human well-being?”*
 - *“What do I consider my mission to be?”*
 - *“Does my job entail responsibility for the welfare of the wider community, or am I a profit-making machine who is to satisfy escalating expectations for immediate gain?”*
 - *“Is there hope for society as a whole in my personal example and legacy as a leader?”*

Target audience for *FLOW in Good Business*

Anyone who aspires to lead effectively, motivate others to reach optimal performance and has a desire for self-improvement.

Project timing

According to the actual project plan, the RC (Release Candidate Version) of *FLOW in Good Business* is to be accessible in February, 2010.