

NORDIC BUSINESS FORUM

LEADER'S DIGEST

"Whatever your wildest dreams may be, they only scratch the surface of what is possible."

Mette Lykke



THE ART OF GETTING INTO FLOW

Last week, we hosted a webinar where **Steven Kotler**, a bestselling author and the Executive Director of the Flow Research Collective, shared his wisdom on the state of flow. He underlined three flow triggers that he believes are the most important to explore at work:

- **Clear goals.** First get clear on your goals, and then get clear on your actions. For example, Steven always ends his workdays by listing his goals and actions for the next day.

- **Complete concentration.** "You cannot multitask." In order to get into flow, we need 90-100 minutes to focus on what we're doing. Steven always shuts down all distractions (email, social media, etc.) when he wants to concentrate.

- **Challenge/skills balance.** "We pay most attention to the task at hand when the task slightly exceeds our skill set." The key is that you feel a bit uncomfortable but not overwhelmed; you need to push your skills.

[Read more about how to get into flow on our blog.](#)

READ THE ARTICLE

THE KEYS TO HIGH PERFORMANCE



Do you want to feel better and perform better?

As much as we peak performers want to be at our maximum all the time we need to take our daily rhythms into account. But what is your daily rhythm and how can you harness it into high performance?

In this video, **James Hewitt**, a performance scientist and the winner of our first speaker contest explains his performance research insights in more detail.

WATCH THE VIDEO

[Watch the entire keynote for free.](#)

STEPS TOWARDS SMARTER MARKETING

On one of our recent podcast episodes, the digital marketing evangelist for Google, **Avinash Kaushik**, shares his ideas on how you can sustain and improve your performance in marketing.

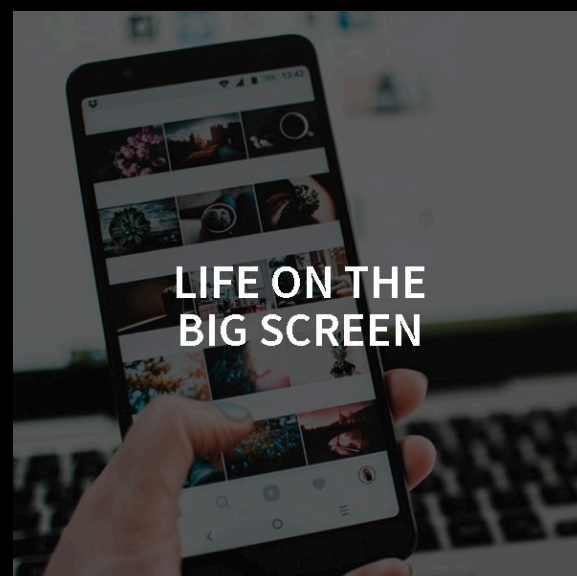
Tip #1: Spend 90% of your time to focus on what actually moves your business, and use the rest 10% of your time to experiment on new things.

For more marketing performance tips [listen to the entire episode!](#)

LISTEN TO THE PODCAST

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NORDIC Business Report



LIFE ON THE BIG SCREEN

2021 Fjord Trend: Interaction wanderlust

What has happened to interaction, as we used to know it, and how can companies best adapt to this ever-evolving development?



INTERVIEW WITH ZOË CHANCE ON INTERPERSONAL INFLUENCE

The Death of a Used Car Salesman

In this exclusive interview, Zoë Chance, professor at Yale School of Management talks about the importance of interpersonal influence in business.

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WHAT INSPIRES US



FRANCESCA GINO

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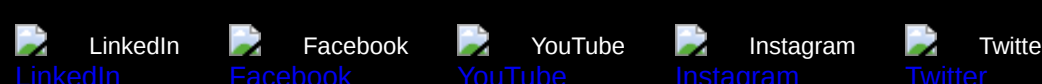
If you have children, you must be well familiar with the word 'why'.

At a certain age, this is the most used word in our kids' vocabulary and you as a parent need to be extremely persistent and creative to satisfy this genuine curiosity.

But when was the last time you asked yourself why you do what you do...?

Francesca Gino, an award-winning researcher and teacher, and a tenured professor at Harvard Business School shares how to increase productivity by unlocking a curious mind.

Building leaders who change the world by providing inspiration, knowledge, and networks. See our upcoming courses and events [here](#)



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