SCINTILLA

THE ULTIMATE GUIDE TO GENERATING

BUSINESS IDEAS, PRODUCTS, AND SERVICES

Extras

ROBERT GAINES

As mentioned in *Scintilla* the **22 Flow Triggers** refer to a set of conditions that help individuals and groups enter the state of flow. This is a highly focused mental state where people feel and perform their best. Mihaly Csikszentmihalyi is the godfather of this concepts and further refined by Steven Kotler. In the book we glossed over the topic. We wanted people to move quickly to get right into idea creation. We also knew some people would want more information of the subject. Presented here are all **22 Flow Triggers**, along with brief explanations and examples.

The conceiver of each trigger is given credit for their work.

Individual Flow Triggers

1. **Clear Goals**
    - **Explanation:** Setting clear objectives provides direction and focus.
    - **Example:** A runner setting a target to beat their personal best time in a marathon.
    - **Attribution:** Mihaly Csikszentmihalyi.

2. **Immediate Feedback**
    - **Explanation:** Feedback allows for adjustments in real-time, helping one stay engaged and improve.
    - **Example:** A musician receiving real-time auditory feedback while practicing.
    - **Attribution:** Mihaly Csikszentmihalyi.

3. **Challenge-Skills Balance**
    - **Explanation:** The task at hand must be challenging enough to stretch your abilities but not so difficult that it becomes frustrating.
    - **Example:** A chess player competing against a slightly more skilled opponent.
    - **Attribution:** Mihaly Csikszentmihalyi.

4. **Concentration**
    - **Explanation:** Deep focus on the task is necessary for entering flow.
    - **Example:** A writer working in a quiet environment without distractions.
    - **Attribution:** Mihaly Csikszentmihalyi.

5. **Autonomy**
    - **Explanation:** Having control over your actions and decisions increases engagement and motivation.
    - **Example:** A freelancer choosing their own work schedule.
    - **Attribution:** Steven Kotler.

6. **Curiosity**
    - **Explanation:** Being intrigued by a task or problem can naturally pull you into flow.
    - **Example:** A scientist delving into a new research question.
    - **Attribution:** Steven Kotler.

7. **Intrinsic Motivation**
    - **Explanation:** Doing something for the joy of it, rather than for external rewards, enhances focus and immersion.
    - **Example:** An artist painting because they love the creative process.
    - **Attribution:** Mihaly Csikszentmihalyi.

8. **High Consequences**
    - **Explanation:** The presence of risk or urgency sharpens focus.
    - **Example:** A rock climber scaling a difficult route without safety gear.
    - **Attribution:** Steven Kotler.

9. **Novelty**
    - **Explanation:** New and unfamiliar environments or challenges can draw attention and spark flow.
    - **Example:** A traveler exploring a foreign country for the first time.
    - **Attribution:** Steven Kotler.

10. **Complexity**
    - **Explanation:** Engaging with a rich, intricate system keeps you cognitively engaged.
    - **Example:** A software developer working on solving a difficult programming problem.
    - **Attribution:** Steven Kotler.

11. **Unpredictability**
    - **Explanation:** Unexpected elements force you to stay attentive and adaptive.
    - **Example:** A gamer encountering new challenges in a dynamically changing video game.
    - **Attribution:** Steven Kotler.

12. **Deep Embodiment**
    - **Explanation:** Complete immersion in a physical or mental task, where the body or mind becomes the action.
    - **Example:** A surfer riding a challenging wave.
    - **Attribution:** Steven Kotler.

Social Flow Triggers

13. **Serious Concentration**
    - **Explanation:** Group flow often arises when all members focus deeply on a common goal.
    - **Example:** A sports team fully concentrating on a crucial play.
    - **Attribution:** Steven Kotler.

14. **Shared, Clear Goals**
    - **Explanation:** Having aligned objectives among team members creates synergy and focus.
    - **Example:** A startup team working toward a product launch deadline.
    - **Attribution:** Mihaly Csikszentmihalyi.

15. **Good Communication**
    - **Explanation:** Open and honest communication facilitates better coordination.
    - **Example:** A project team openly discussing each member's progress and challenges.
    - **Attribution:** Steven Kotler.
16. **Familiarity**
    - **Explanation:** When team members know each other well, they can anticipate actions and reactions, which helps create flow.
    - **Example:** A band that has played together for years, instinctively syncing their music.
    - **Attribution:** Steven Kotler.
17. **Equal Participation**
    - **Explanation:** Group flow is more likely when all participants are equally involved.
    - **Example:** A brainstorming session where each team member contributes ideas.
    - **Attribution:** Mihaly Csikszentmihalyi.
18. **Risk**
    - **Explanation:** Collective risk, such as the possibility of failure or high stakes, binds the group and focuses attention.
    - **Example:** A tech team troubleshooting a critical system failure.
    - **Attribution:** Steven Kotler.
19. **Shared Autonomy**
    - **Explanation:** Group members should have individual autonomy while also contributing to the collective goal.
    - **Example:** A collaborative coding team where each person is responsible for a different part of the project.
    - **Attribution:** Steven Kotler.
20. **Blending Egos**
    - **Explanation:** Members of the group put aside personal egos and focus on the success of the team.
    - **Example:** A theater ensemble working toward a seamless performance rather than individual recognition.
    - **Attribution:** Mihaly Csikszentmihalyi.
21. **Familiarity with Group Members' Strengths and Weaknesses**
    - **Explanation:** Understanding each other's strengths and weaknesses allows teams to delegate tasks effectively.
    - **Example:** A basketball team capitalizing on the specific skills of its members to win a game.
    - **Attribution:** Steven Kotler.
22. **Yes, And Mindset**
    - **Explanation:** Building on the ideas of others, rather than dismissing them, encourages creativity and flow in group settings.
    - **Example:** An improv comedy troupe where each member builds on what the others say, creating a continuous flow of creativity.
    - **Attribution:** Steven Kotler.

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Where this page comes from.

SCINTILLA

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How do you come up with a business idea from scratch? Scintilla answers that question. Are you a business owners looking to add exciting products to your lineup, let Scintilla help. Want to break away from a dull job and start your own venture, read Scintilla. Whether you want a storefront or travel the world as a digital nomad, you need a good idea to get started. If you are already employed at an innovative company, you'll learn to become an indispensable intrapreneur with Scintilla.

Even if you don't consider yourself creative, the practical steps presented here will lead you to discoveries. There are also great data-driven tips for you to extract ideas that are already publicly available. You'll learn new ways to uncover ideas just by understanding how to analyze what is already on the market. You can also use Scintilla to master creating the perfect environment to generate breakthroughs.

Scintilla is more than a book, it is a community, join us and make something great!

About The Author

Robert Gaines is a US Army veteran and entrepreneur with a degree in Business Management from the University of Louisville. Robert is the host of the Free Time Mastermind podcast, featuring interview-style content for entrepreneurs. He is also the curator of the Free Time Mastermind Group, where business professionals assist one another in their pursuit of success. Visit www.freetimemastermind.com for information on bookings, bonus material, interviews, and more.