



FLOW STATE

Strengthen your mental edge.
Access flow state reliably.
Sustain optimal performance.

MISSION

Helping you
strengthen your mental edge
by *accessing flow*
consistently.

AIMM

Break mental barriers of peak performance by tapping into flow when it matters most.

FLOW IS AN OPTIMAL STATE OF CONSCIOUSNESS WHERE YOU FEEL YOUR BEST AND YOU PERFORM YOUR BEST.

- Steven Kotler (Author of *The Rise of Superman*)



THE PROBLEM

PROBLEM 1

perfectionism & fear of failure.

High achievers often set exceptionally high standards for yourself, leading to perfectionism.

While striving for excellence is admirable, the fear of not meeting these lofty expectations can be paralyzing which ties into the fear of failure.

The fear of failure can hinder high performers. You may worry about disappointing others, damaging their reputation, or losing their hard-earned success.

Overcoming this fear is crucial for sustained peak performance.



PROBLEM

2

difficulty maintaining focus & getting into deep work

Elite athletes, executives, and thought leaders often deal with numerous distractions and competing priorities that can detract from their ability to maintain deep focus.

This can hinder their productivity and prevent them from achieving optimal performance.



PROBLEM

3

work-life balance & the challenge to sustain peak performance

Balancing professional success with personal well-being is a perpetual challenge for high performers.

The relentless pursuit of success can lead to burnout, imposter syndrome, and diminished quality of life.

The high demands and pressures associated with their roles can lead to chronic stress and eventual burnout.



BENEFITS OF FLOW

- **500%** Increase in executives productivity
 - *McKinsey*
- **3 Days** of heightened creativity after flow state
 - *Harvard*
- **490%** faster skill acquisition
 - *Advanced Brain Monitoring & DARPA*
- **430%** Increase in creative problem solving
 - *University of Sydney*

FLOW STATE

"being completely involved in an activity for its own sake.

The ego falls away. Time flies. Every action, movement, and thought follows inevitably from the previous one, like playing jazz.

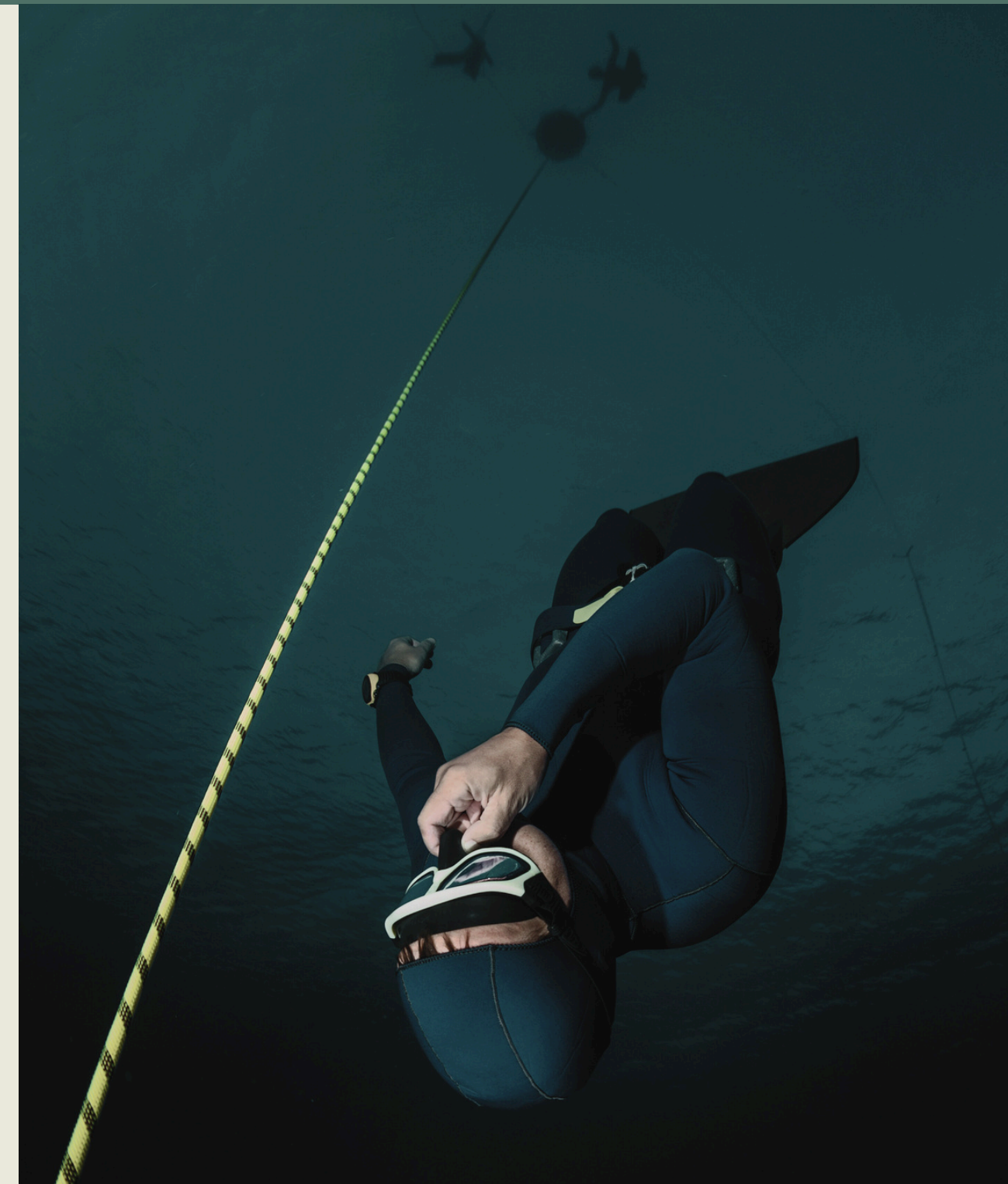
Your whole being is involved, and you're using your skills to the utmost".

- Mihaly Csikszentmihalyi

Flow Coaching is a science-based approach that equips high achievers with the psychological tools to navigate challenges skillfully, leading to sustained peak performance and personal fulfillment.

This approach enhances *focus, creativity, and performance*, while reducing mental friction, enabling high achievers to perform with effortless ease and fluid execution.

It's a journey towards having an *autotelic personality* where intrinsic motivation and the joy of the pursuit lead to profound personal fulfillment and sustained excellence.



THE COACH

Flow & Mental Performance Coach
Nash Mayuela

ABOUT NASH

Nash's unique blend of skills and experiences makes her a true flow seeker, dedicated to helping others find their own paths to optimal performance and fulfillment.

As a rock climber and runner, Nash has a deep appreciation for the physical and mental challenges of the sport, which she explores through her podcast, "Chasing Flow State". Her experiences on the rock face have taught her the importance of focus, resilience, and the pursuit of peak performance.

Her psychology degree and training in flow coaching from the prestigious [Flow Centre](#) equipped her to coach high performing individuals through the challenges and hurdles one faces in the journey to optimal performance and self-actualization.

[Flow Centre](#) is renowned worldwide for its exceptional coaching and training, catering to elite athletes, Olympians, world champions, executives, and peak performers.

Her approach is firmly rooted in evidence-based techniques, honed through extensive training in positive psychology, postgraduate coaching, NLP (neuro-linguistics programming), counseling, and neuroscience.



THE APPROACH

Learn to tap into flow
when it matters most

Strengthen your mental edge with Flow Coaching,
grounded in the cutting-edge science of flow and optimal human performance.

Our mission is to help you elevate and sustain high performance even under stress
through tailored and personalized coaching strategies
to help you get into flow state when it matters most.

Eliminate guesswork and wasted efforts in accessing flow
to achieve peak performance.

It's not reserved only for the select few.

It's trainable.

Partner with Chasing Flow State.

CHASING FLOW STATE

1

Individualized flow coaching session with unlimited support

2

Tailored performance and mental strategies to consistently access flow state

3

Science-backed coaching and counseling methodology based on the latest research on flow and peak performance psychology

*Method &
Approach*

BEYOND PEAK PERFORMANCE

12 months - \$1,475/mo | \$17,700

This time, the game is to sustain your optimal performance over a long period of time.

- **Flow Groundwork + Becoming Antifragile.**
- **Quarter 1: Deep Dive into Flow**
 - Advanced techniques to deepen and extend flow states.
 - 1:1 mastery coaching sessions to fine-tune flow access and recovery.
 - Comprehensive analysis of flow experiences and outcomes.
- **Quarter 2: High-Stakes Performance**
 - Strategies to maintain flow under high-stress conditions.
 - *Mental Rehearsal* - visualization and simulation exercises for pre-event preparation.
 - *Feedback Loops* - creating systems for continuous learning and improvement.
- **Quarter 3: The Autotelic Self**
 - Cultivating a self-sustaining drive for excellence
 - Training to perform with effortless ease and superfluidity, eliminating mental friction which causes self-doubt and double-mindedness
 - *Autotelic Projects* - initiatives that align deeply with personal values and purpose.
- **Quarter 4: Legacy and Impact**
 - *Impactful Leadership* - developing leadership qualities that inspire flow in others.
 - *Community Contribution* - engaging in projects that have a meaningful impact.
 - *Legacy Coaching* - crafting a personal or professional legacy that endures.

BECOMING ANTIFRAGILE

6 months - \$2,117/mo | \$12,700

Get equipped with mental strategies to thrive under pressure, turning adversity into a springboard for unyielding optimal performance

- **Everything included in Flow Groundwork.**
- You will emerge with a robust set of skills to thrive under pressure, develop resilience and adaptability in the face of life's challenges, and consistently access flow state for peak performance.
- **Month 4 - The Antifragile Mindset**
 - Deep dive into the concept of antifragility and its application to performance enhancement
 - *Stress Transformation*
 - Personalized coaching on leveraging stressors as opportunities for development.
 - *Resilience Workshops*
 - Interactive sessions on building a robust psychological foundation.
- **Month 5 - Adaptive Strategies**
 - *Cognitive Flexibility*
 - Techniques to enhance mental adaptability and overcome cognitive rigidity.
 - *Challenge Simulation*
 - Scenario-based exercises to practice and refine antifragile responses.
- **Month 6 - Sustained Excellence**
 - *Long-Term Resilience Planning*
 - Crafting strategies for maintaining antifragility in the face of future challenges.
 - *Flow Integration*
 - Ensuring seamless incorporation of flow states into daily routines for peak performance.

FLOW GROUNDWORK

3 months - \$2,900/mo | \$8,700

Cultivate a powerful mental edge and unlock the secrets of flow with personalized coaching that propels you towards your optimal self

- **Month 1 - Foundations of Flow**

- A comprehensive evaluation to understand your personal flow triggers and flow blockers
- Weekly 1:1 60-90 minute flow coaching sessions
- *Mindset Calibration*
 - Tailored exercises to align mindset with flow principles, fostering a base for growth.

- **Month 2: Techniques for Transcendence**

- *Skill Enhancement*
 - Targeted strategies to refine skills that directly contribute to entering flow states.
- *Flow in Practice*
 - Real-world assignments to apply flow techniques in professional scenarios.
- Weekly 1:1 60-90 minute flow coaching sessions

- *Progress Tracking*

- Bi-weekly assessments to monitor advancements and adjust tactics accordingly.

- **Month 3: Integration and Mastery**

- Weekly 1:1 60-90 minute flow coaching sessions
- *Flow Habit Formation*
 - Establishing daily routines that naturally lead to flow states.
- *Peak Performance Blueprint*
 - Crafting a personalized action plan for continued growth beyond the program.

- **Final Synthesis**

- A capstone session to consolidate learning and strategize long-term flow integration.

WHO WE WORK WITH

We aim to serve those who resonate with our dedication to find flow, perform at our peak, and live a life of passion.

Flow coaching is designed for driven professionals such as executives, creatives, and athletes, who are focused on fortifying their mental edge and breaking mental barriers to peak performance while cultivating joy, satisfaction, and fulfillment.

Our clients are dedicated to mastering the art of flow to consistently access and sustain their optimal mental state.

They are committed to investing in personalized coaching that empowers them to go beyond their perceived limits and thrive in their competitive environments.



executives
• leaders • athletes •
creatives • entrepreneurs •
founders

WHAT THEY'RE SAYING

*I don't like to brag but my
clients do it for me*

THE
TRANS
FORMATION

Picture yourself in the midst of a **high-stakes environment**—
be it the final quarter of a crucial game,
the last hours before a project deadline,
or the moment before a key business decision.

The pressure is intense, the expectations sky-high.

Yet, there's a calmness to your demeanor, a sharpness to your focus that wasn't there before.

This is the power of flow coaching at work.

The TRANSFORMATION:

A sharpened performance, a laser-focused attention, and a creativity that doesn't wane.

It's not just about doing better;
it's about becoming someone with a renewed mind—someone who **thrives under pressure**,
who makes decisions with clarity, and who approaches each day as an opportunity to excel.

Flow coaching isn't just a method; it's a metamorphosis.

It's the journey from **potential** to **actualization**,
from what you can do to what you will do.

And it all starts with the **decision to train for flow**.

CLARITY

deep work

For the **EXECUTIVE**

it's the ability to cut through the noise, to see the strategic picture with crystal clarity.

Decisions are made not out of panic, but from a place of poised confidence.

Meetings become less about conflict and more about navigation, steering the company through turbulent markets with a steady hand.



PERFORMANCE

deep embodiment

For the **ATHLETE**,

it's the difference between a good performance and a legendary one.

Your body and mind align, each movement executed with precision and purpose.

Under the weight of expectation, you rise, tapping into a well of resilience that you learned to deepen.



CREATIVITY

optimal performance

For the **CREATIVE**,

it's as if the muses have set up permanent residence in your studio.

Ideas don't just trickle; they flow.

Projects that once stalled in the doldrums of 'creator's block' now sail forward, propelled by a wind of inspiration that you learned to harness.



MENTAL EDGE

boldness & trust

For the leader and entrepreneur,

it's seeing opportunities where others see obstacles.

Stress becomes a catalyst for growth, not a cause for alarm.

Your vision for the future is not just a dream but a destination you're actively charting a course towards, with each day's work building the momentum.



**DON'T
LEAVE
YOUR
MENTAL
PERFORMANCE**

to hope and guesswork

CFS Manifesto

Chasing flow state is a way of life
a world view
an approach to life.

It's about living a life of
depth and **meaning**.

It's about pursuing things
that bring joy and satisfaction

about seeking challenges that stretch you

about living a life of **passion** and **adventure**

of courage and **boldness**.

It's about intentionally designing a life
that makes **flow state inevitable**.

It's about consistently finding flow
and working towards **self-actualization**.

WHAT'S

NEXT

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LI [linkedin.com/in/nashmayuela](https://www.linkedin.com/in/nashmayuela)

GET

Helping you access flow and
sustain optimal performance.



TOUCH.



Nash Mayuela

Founder | Flow Coach

Serial Entrepreneur | Rock Climber | Runner | Freediver