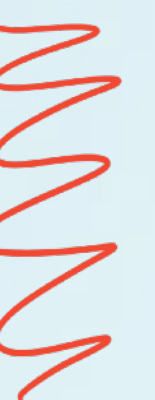


**Discover eight powerful mindset shifts that enable leaders and seekers of all ages to thrive in a time of unprecedented change and uncertainty.**



**FLUX** APRIL  
RINNE

**fluxmindset.com**



# The World Is in Flux

- **Individually**
  - How do you find **calm**, and **lasting meaning**, in the midst of enduring **chaos**?
- **Organizationally**
  - How do you operate successfully in “**certain uncertainty**” and plan for a **new-now-next-never normal**?
- **Societally**
  - **2020 and 2021** gave humanity a **wake-up call** to relentless change, as well as a preview into the future. How can you best contribute to a **brighter tomorrow, in 2022 and beyond**?

# In a world in flux, you need a Flux Mindset.

- Being adaptable and flexible have always been hallmarks of effective leadership and a fulfilling life.
- But in today's world of ever-more change and an ever-faster pace of change, flexibility and resilience can be stretched to their breaking points.
- **A world in flux calls for a new mindset, one that treats constant change and uncertainty as a feature, not a bug.**



# Mind The Flux!

- A Flux Mindset is the ability to consistently see *all* change as an opportunity to learn, grow, and improve. This isn't merely "accepting" change, but rather *developing an eagerness to use it well*.
- A Flux Mindset powers the 8 Flux Superpowers.
- The Flux Superpowers offer a menu, not a syllabus, for reshaping your relationship to change. You can develop just one or all eight, in whatever order you want.
- Fun fact: Flux is both a noun and a verb. As a noun, it means "continuous change." As a verb, it means "to learn to become fluid." In a world *in* flux, we need to learn how *to* flux.



# *Flux*: Insights & Benefits

- **Our New-Now-Next-Never Normal:** Many companies and leaders know we are living in a **new world** yet still make decisions based on **outdated filters**. *Flux* helps you re-set them in a way that's fit for a world in flux.
  - Leadership
  - Organizational Culture & Purpose
  - Well-Being & Productivity
  - Innovation
  - Strategic Planning
  - Boards & Governance

# *Flux*: Insights & Benefits (cont'd.)

- **Beyond “Change Management”:** Traditional change management is insufficient for today’s relentless change. It’s time for a shift from management to mindset – reshaping your relationship to change from the inside out – which results in better strategies, investments, and decisions across the board.
- **Beyond Resilience:** *Flux* is not about “bouncing back,” because what *was* is no longer. Rather, *Flux* helps you forge new ground and cast new horizons.
- **Organizational Culture Boost:** “Fluxiness” is an essential ingredient for thriving companies: from how you attract and engage talent, to how you measure your success, to your legacy in the world.
- **Mindset Drives Strategy:** Yet most people and organizations don’t realize this, or get it backwards. When you put (a Flux) Mindset first, great things happen.

# The 8 Flux Superpowers

## 1) Run Slower

*To thrive in a fast-paced world,  
slow your own pace.*

## 2) See What's Invisible

*When life feels blurry or the future is uncertain,  
shift your focus from what's visible to what's invisible.*

## 3) Get Lost

*In the landscape of change, getting  
lost is how you find your way.*

## 4) Start with Trust

*When trust seems broken,  
assume good intent.*





# The 8 Flux Superpowers

## 5) Know Your “Enough”

*In a world relentlessly striving for “more,” know your (and that you are) enough.*

## 6) Create Your Portfolio Career

*For success and satisfaction in a world in flux, treat your career as a portfolio to curate rather than a path to pursue.*

## 7) Be All The More Human

*In a world with more robots, one key to thrive is to prioritize your humanity – and use it to help others.*

## 8) Let Go of the Future

*Letting go of the future enables a better future to emerge.*



# Flux's Broad Scope

- **Universal and Scale-Free:** A Flux Mindset and the 8 Flux Superpowers can be harnessed by individuals, companies, organizations, teams, families, schools, and communities alike.
- **Timely and Timeless:** 2020 and 2021 provided validation and acceleration of a world that was *already* in flux and portends even more change and unknowns moving forward.
- **Personal and Professional:** A Flux Mindset helps you see change in new ways *and* show up more fully in the world. This pays dividends at work and at home, with your colleagues and your friends, in your relationships and in your leadership style... today and tomorrow and from here on out.

# Praise for *Flux*

**If you fear change, read this book. *FLUX* will help you discover the power and beauty in the invisible, the imperfect, and the unknown.**

*Daniel H. Pink Author of WHEN, DRIVE, and TO SELL IS HUMAN*



**The leaders who master a Flux Mindset — planning and adapting around the unknown to responsibly serve our organizations and communities — will shape the world in the coming decades. This book provides thought provoking tools and tactics to exercise and strengthen our ability to take on uncertainty.**

*Mariah Levin Head of the Forum of Young Global Leaders, World Economic Forum*

***Flux* is a breath of fresh air. April has brilliantly balanced the personal and the professional, heart and head, to bring original insights to individuals and organizations about how to not just survive but *thrive* in change. She reveals uncanny and often unconventional wisdom about what it means to be grounded in your truth, to lead with equanimity, and to lean into the future with hope rather than fear. In a word: wow!**

*Kathy Calvin Former President and CEO of the UN Foundation*



***Flux* offers an approach to life you wish someone had taught you sooner.**

*Jonathan Kalan CEO and Co-Founder of Unsettled*

**Many people see change as a threat, but April Rinne has spent her career learning to recognize it as an opportunity. Her book is a reassuring, hands-on guide to treating unexpected events as challenges to embrace rather than obstacles to avoid.**

*Adam Grant New York Times bestselling author of THINK AGAIN and ORIGINALS, and host of the TED podcast WorkLife*



***Flux* is both wisdom and a wake-up call for all ages. April's style is that of a dear friend who celebrates you for who you are and encourages you to evolve. She brings her whole self to *Flux*, sharing personal stories of loss and transformation alongside first-hand accounts of how change is viewed around the world. You'll never look at change and uncertainty in the same way again.**

*Chip Conley Airbnb "Modern Elder," founder of Modern Elder Academy and New York Times bestselling author*

# Praise for *Flux* (cont'd).

As we all ask, “when will we go back to normal?” April has created a compelling argument for why we just may not want to. Too much learning and adaptation has taken place in the past year, due to a pandemic and otherwise, and as April so carefully describes, with the right mindset we can unleash superpowers that uniquely enable us to thrive in constant uncertainty and change. Drawing on her deeply personal and professional experiences, April shows us how slowing down, exploring, and trusting may just lead us down a path of greater personal fulfillment while unleashing greater human potential.

*Heather McGowan Future of Work and Learning expert and co-author of The Adaptation Advantage*



In a world full of uncertainty, April has a gift for making you feel less anxious about what you *don't* know. In *Flux*, that gift is in full force. She helps you see change from a place of hope rather than fear, showing you how to anchor yourself in what really matters and giving you courage to take the next step.

*David Kessler Author of Finding Meaning*

At a time when the status quo is perhaps at its least compelling, it's hard to think of someone better than April Rinne — thoughtful, brilliant, and kind — to help us rethink our paths, priorities, and hopes.

*Jonathan Zittrain George Bemis Professor of International Law at Harvard Law School and the Harvard Kennedy School of Government*

As I read *Flux*, I kept thinking of its applicability to young people, including and perhaps especially the young women and girls across the world who want nothing more than to learn and lead. April brings an inclusive and global perspective; she marries disciplines with such deft and creativity; she acknowledges generational difference with compassion and a wide lens... this book has universal relevance and true appeal for both the strivers and dreamers, who will learn how to harness their inner flux in service to a restored and just world.

*Suzanne Ehlers CEO of Malala Fund*

*Flux* is the book for our new-now-next-never normal: timely yet timeless, full of wisdom, and rooted in humanity. It nourishes your mind, heart, and soul alike. It is both a balm for today's world and a thoughtful roadmap for tomorrow.

*Nili Gilbert Institutional Investor and World Economic Forum Young Global Leader*



April Rinne will help you to replace the old static script of your life with a Flux Mindset: a new way of thinking and being in the world that will help you to write and revise many drafts of your own future. Developing your Flux Superpowers will help you navigate an uncertain world, tap into your sense of purpose, and make the best risk decisions.

*Michele Wucker Bestselling Author of The Gray Rhino and You Are What You Risk*



# About April Rinne

- One of the “50 leading female futurists” in the world (Forbes)
- Young Global Leader at the World Economic Forum
- Trusted advisor to Airbnb, Nike, Intuit, Unsettled, the World Bank, Inter-American Development Bank, Trōv, AnyRoad, Unsettled, governments and startups worldwide
- Acclaimed public speaker
- Harvard Law School graduate
- Ex-global development executive
- Ex-international microfinance lawyer
- Travels and work in 100+ countries
- Certified yoga teacher (+ handstands everywhere)
- Lost both parents in a car accident at age 20

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