



THE FLOW IMPACT REPORT

2026 SHRM NC Annual Conference

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Diane Allen · Keynote Speaker & Flow State Expert

What changed in the room in one keynote

93%

of the room left able to activate Flow on purpose

up from 18% before the keynote

7.4/10

average confidence to use what they learned

rated by the audience right after the keynote

408

audience responses captured live in the room

232 before · 176 after

75% more people left knowing exactly how to perform at their best — in one keynote.

How the room felt

BEFORE		AFTER
Drained	→	Calm
Exhausted	→	Empowered
Unfocused	→	Refueled
Overwhelmed	→	Focused

"I learned so much from your session! Connecting to ourselves and our excellence is our first step in filling others. You are an incredible violinist and speaker!"

Dawna Blackburn, SPHR, SHRM-SCP 2026 President NC SHRM

What the audience will do next

- 30% Connecting to purpose
- 18% Activating Flow intentionally
- 16% Finding what refuels me
- 15% Reducing interruptions