THE CREATIVE CYCLE

Uncovering the influence of **the male and female cycle** on the way we work

Who am I?

Francine Boon, MSc

- Sociology of work
  - Specialized in gender (in)equality
- Spent 4 years learning about the female body

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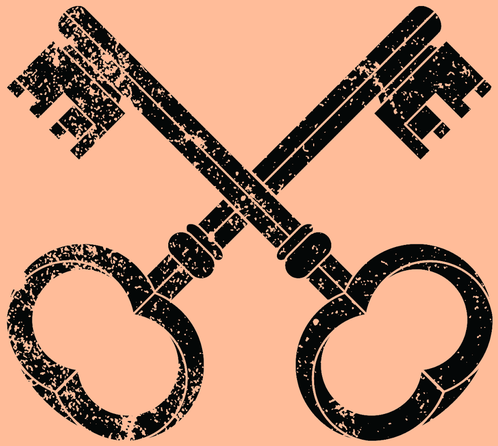

Francine Boon

CEO of Sherlocked

Experience Design company with 30+ employees

Based in Amsterdam

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Who am I not?

I am no medical professional: all information here is gathered from extensive, verified research and reliable sources.

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Let's start with two prejudices:

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Women are unpredictable because of their monthly cycle

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Men are not influenced by hormones much

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‘Understanding our cycle is the most unused and underrated tool for improving our lives’

- Maisie Hill

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By the end of this talk you will:

- Have a bit more insight in how humans function
- Know the difference between Male and Female cycles
- Understand how it affects our daily work routines
- Can get started with making it work for you

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I'll talk about the 'natural cycle'

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Quick Check-in

- Do you know where you are in your cycle?
- How do you feel right now in a couple of words?
- Anything you need to make yourself more comfortable?

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The Magic of our Bodies

We are freakin' awesome

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It's a Feature not a Bug

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Work as we know it

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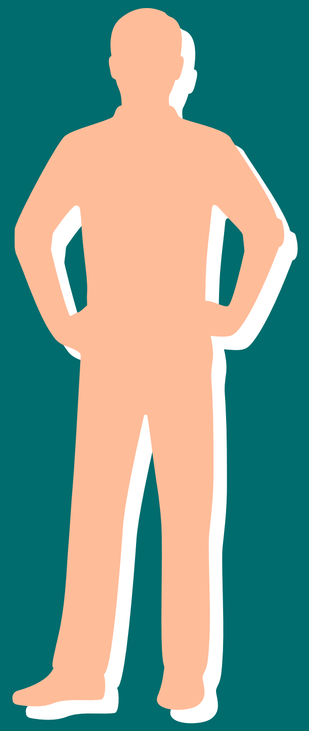

The Male Cycle

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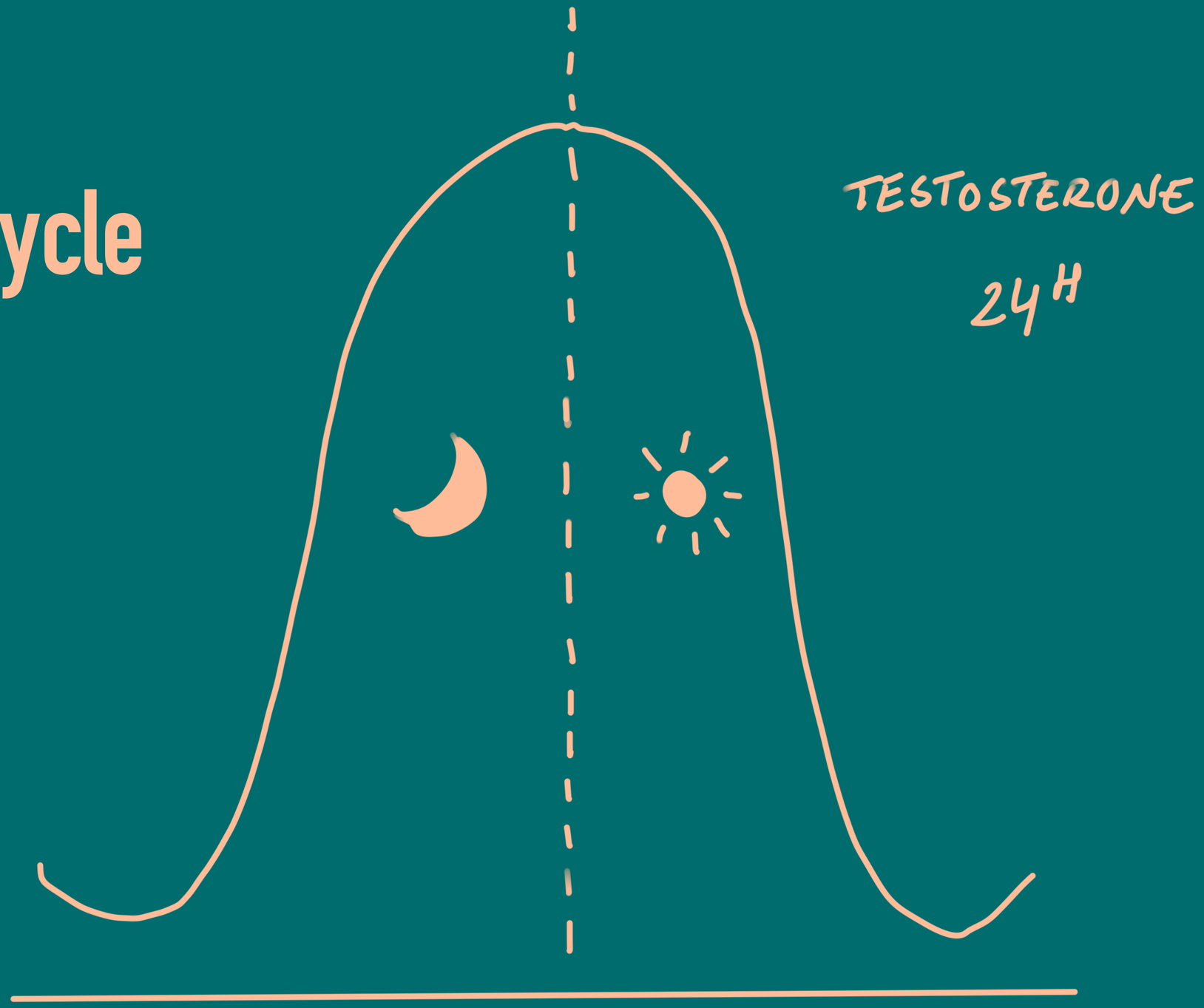
The Male Cycle



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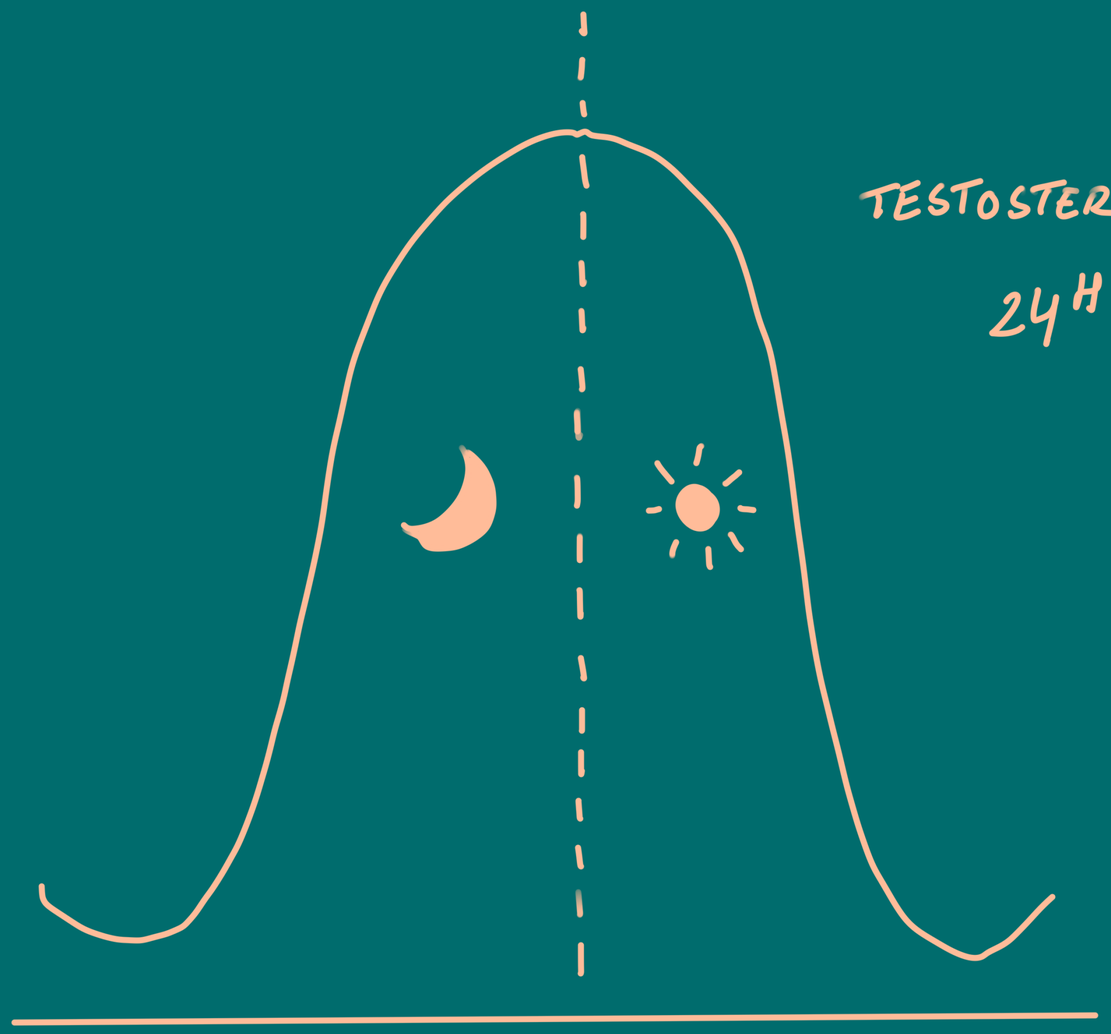
The Male Cycle



TESTOSTERONE

24H

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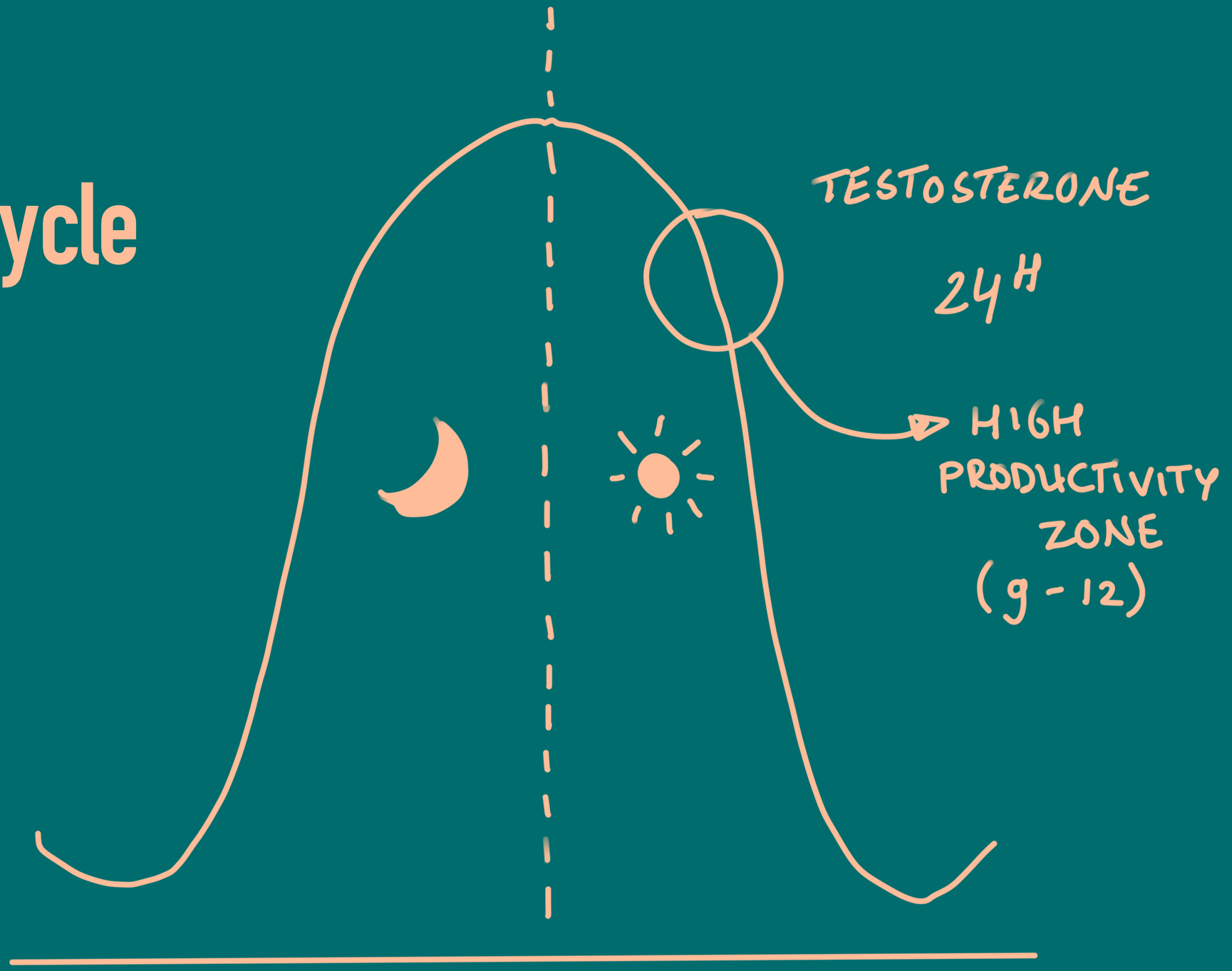
The Male Cycle



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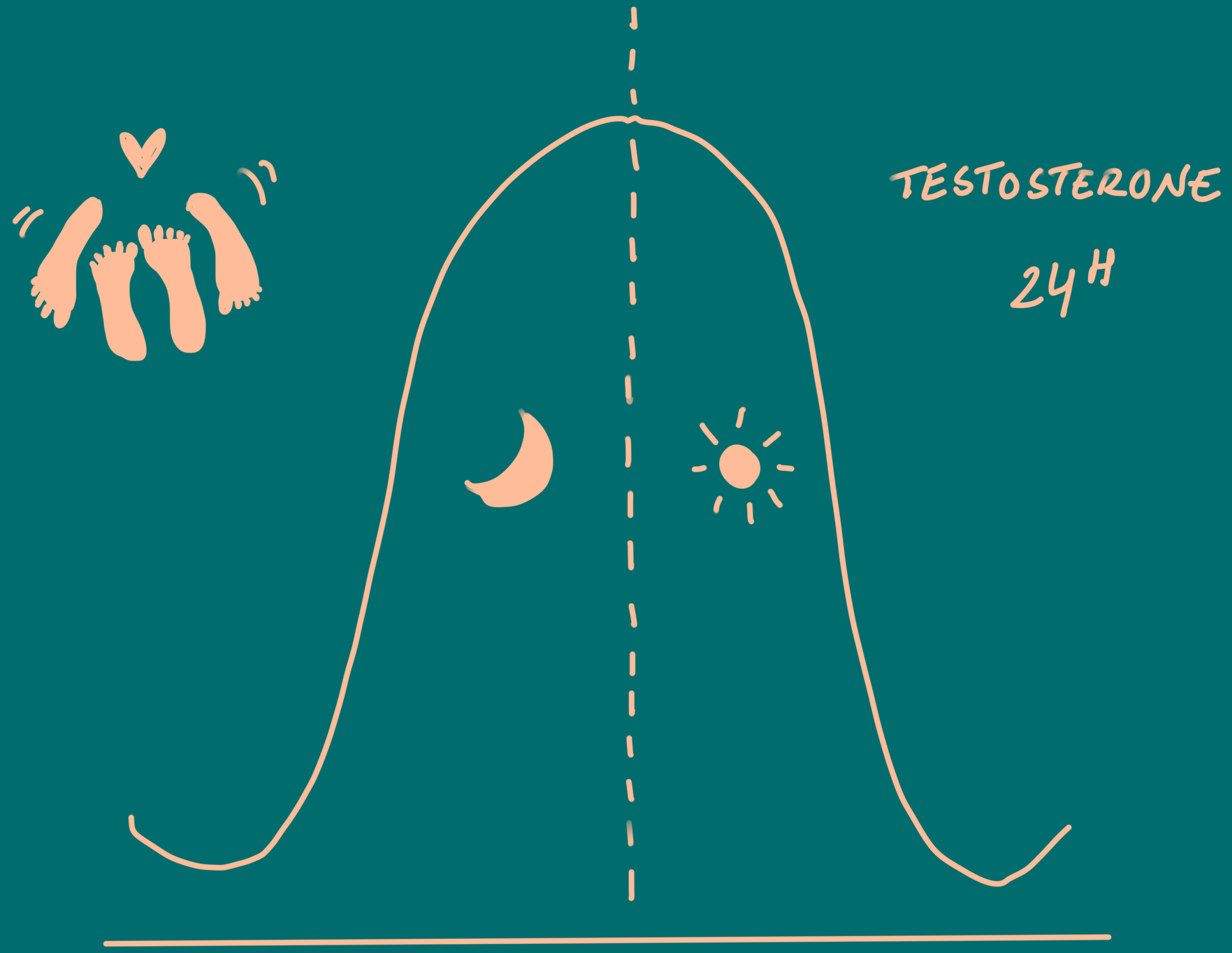

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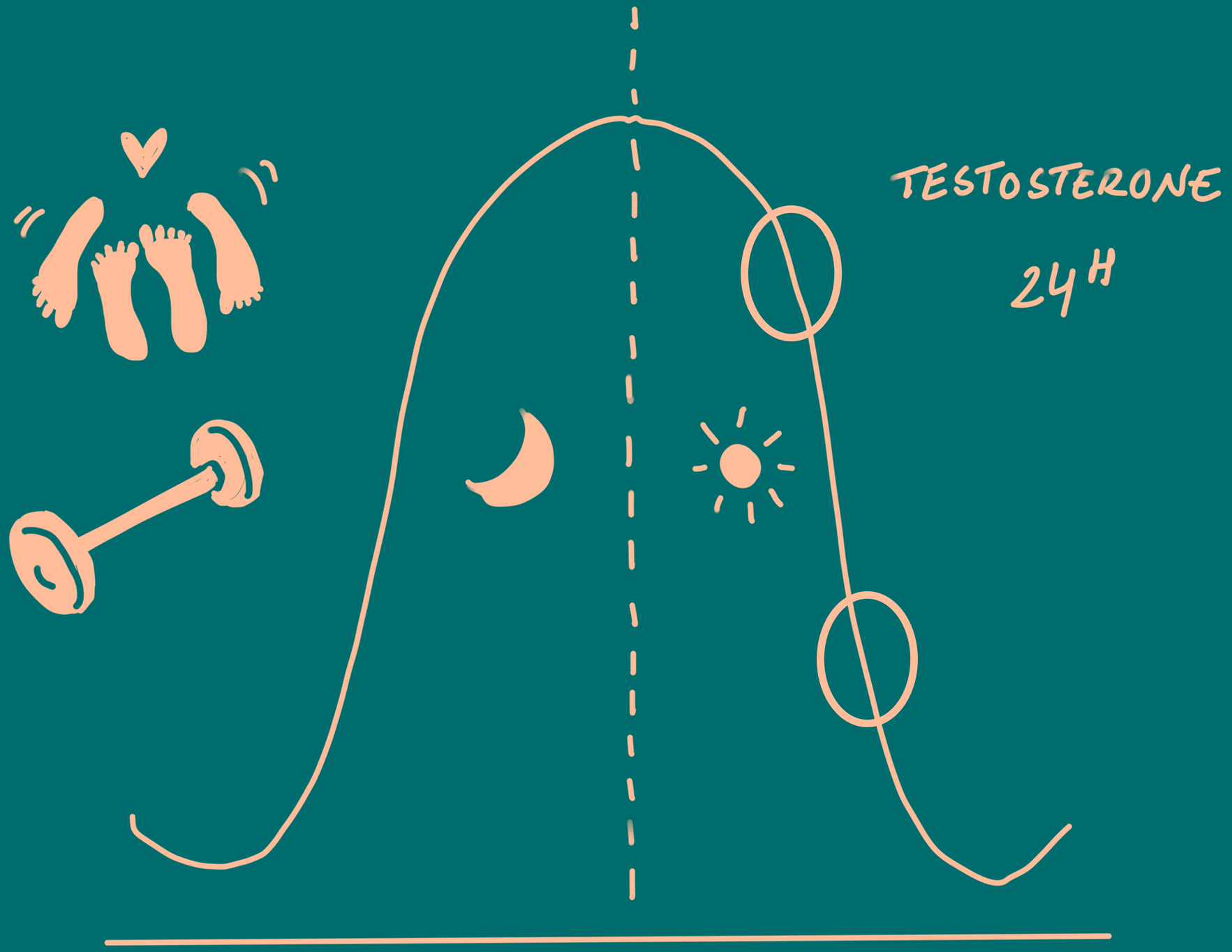

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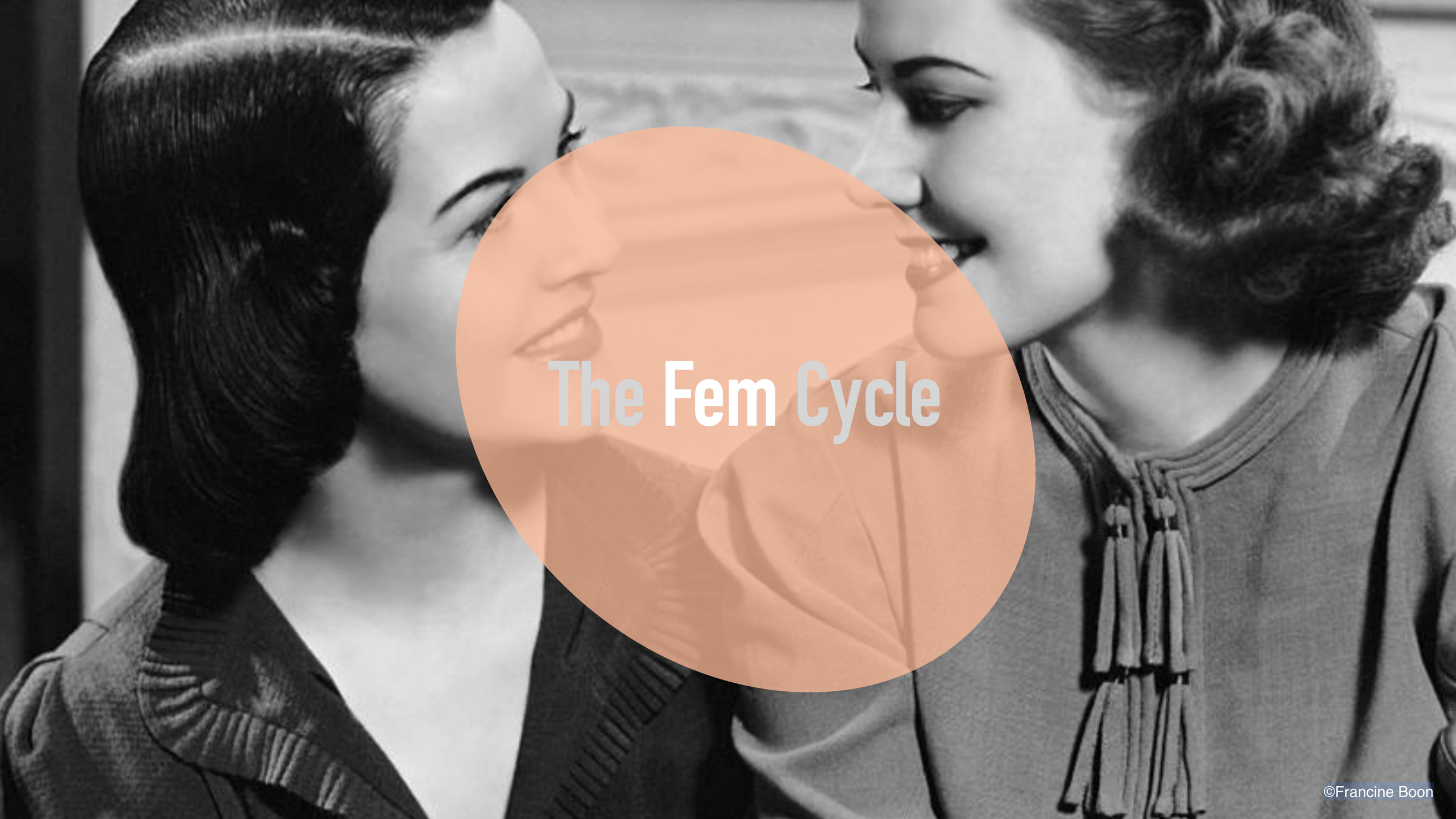

The Fem Cycle

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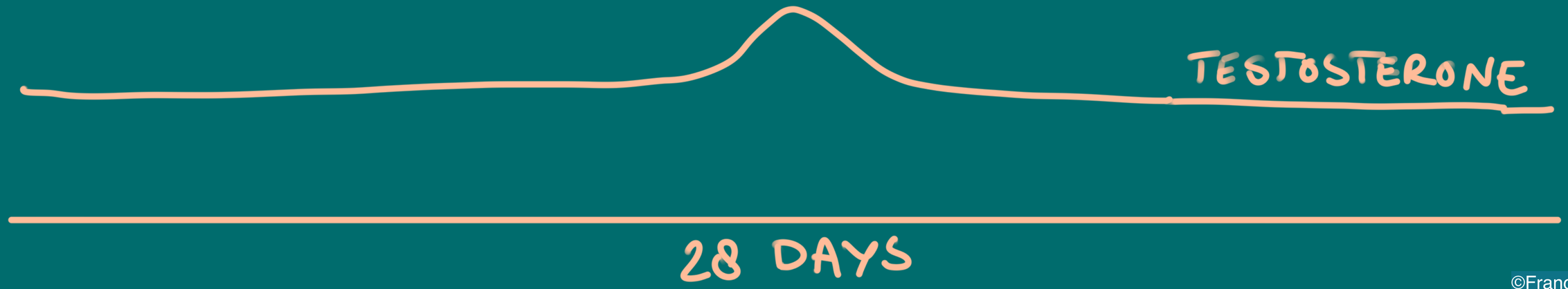
The Female Cycle



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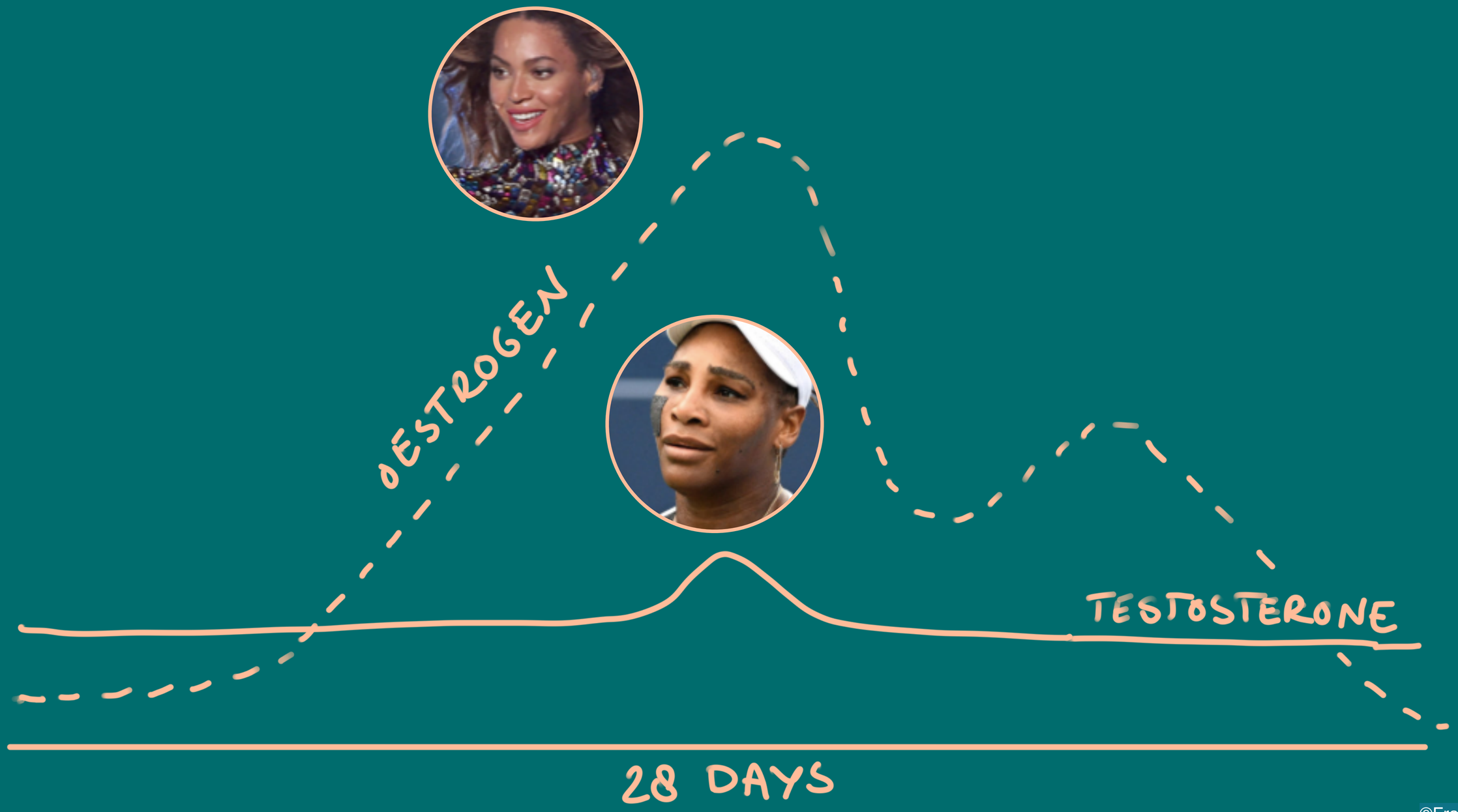

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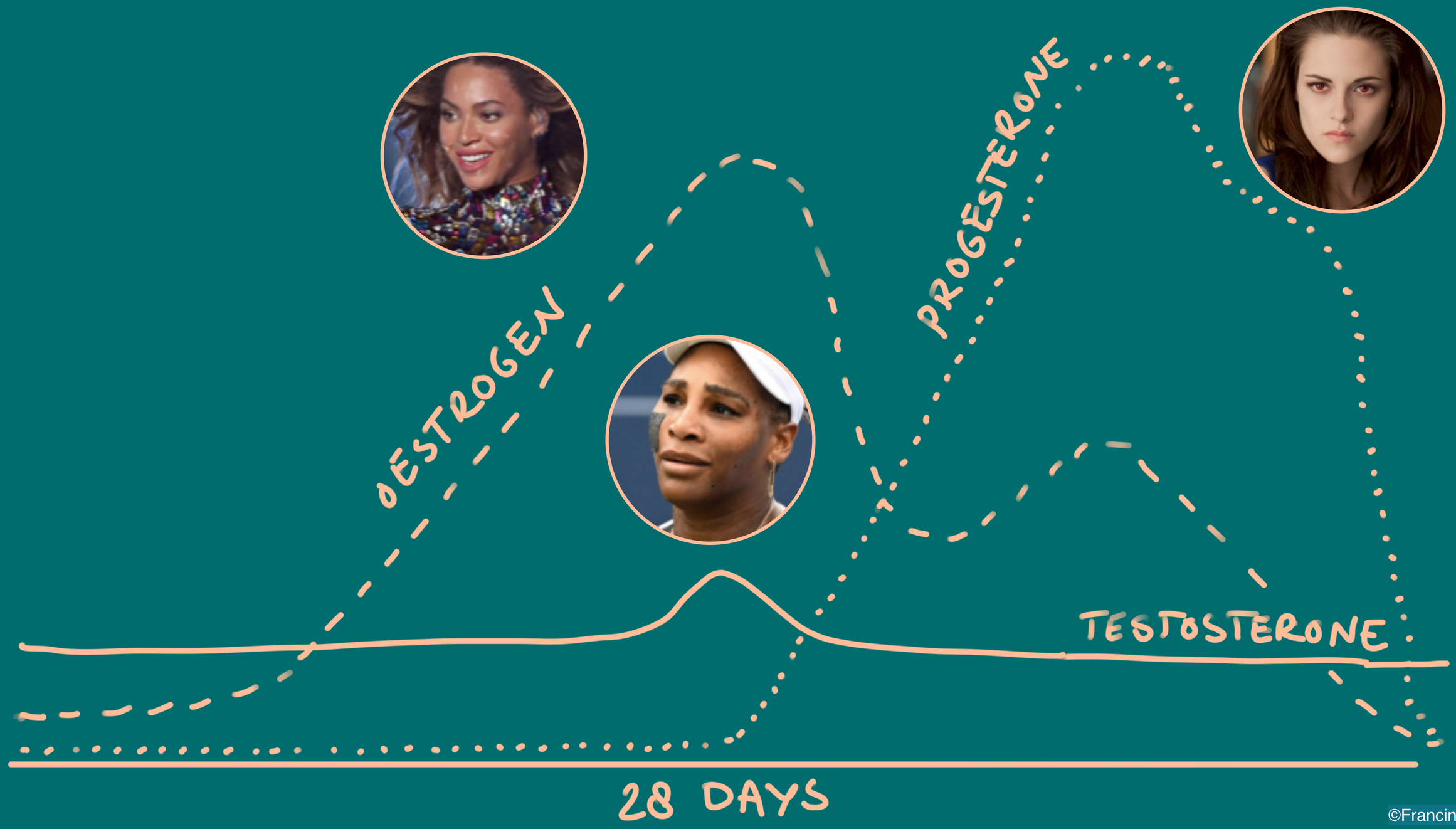

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The Four Seasons Framework

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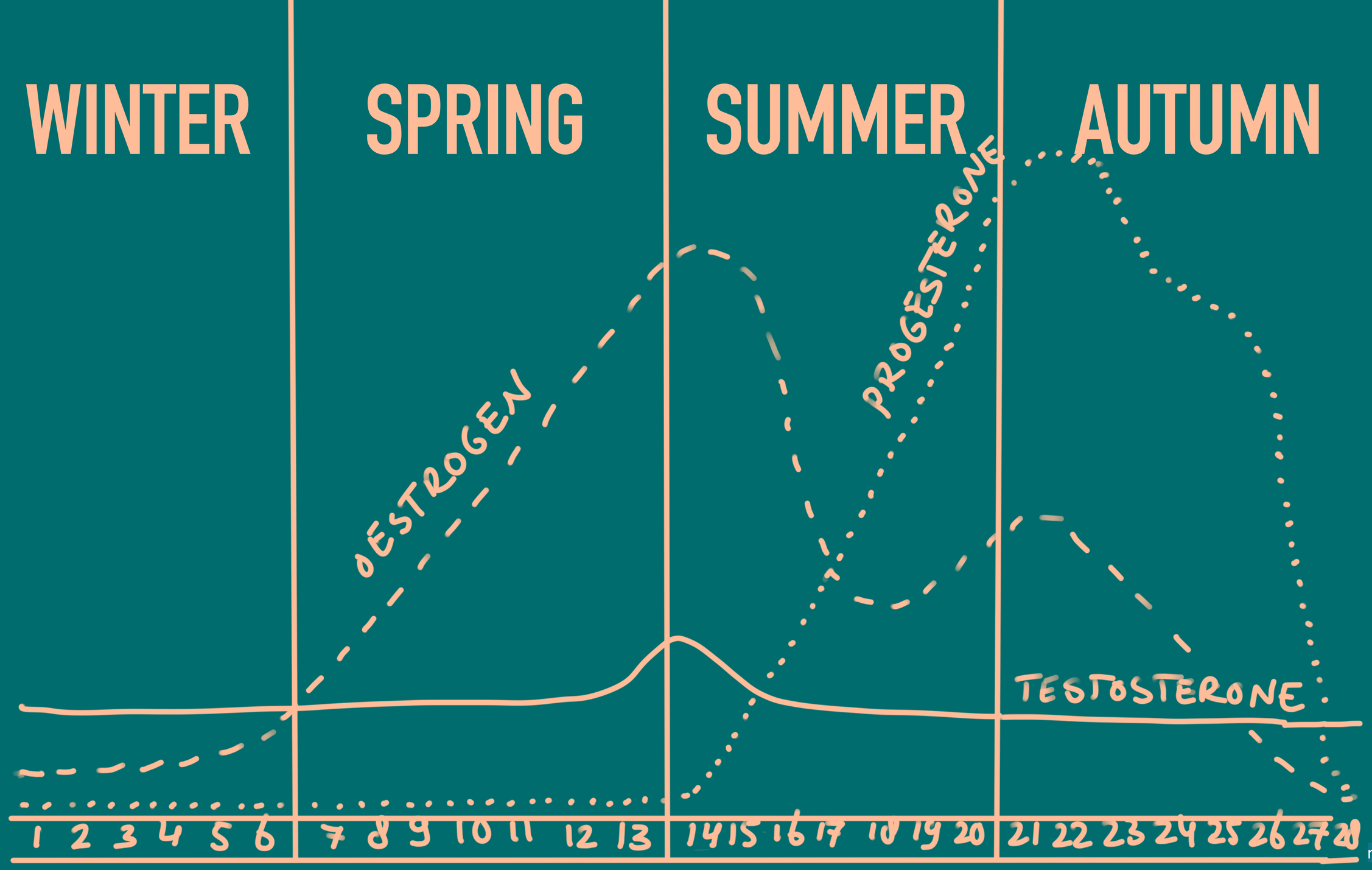
WINTER
SPRING
SUMMER
AUTUMN
OESTROGEN
PROGESTERONE
TESTOSTERONE
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

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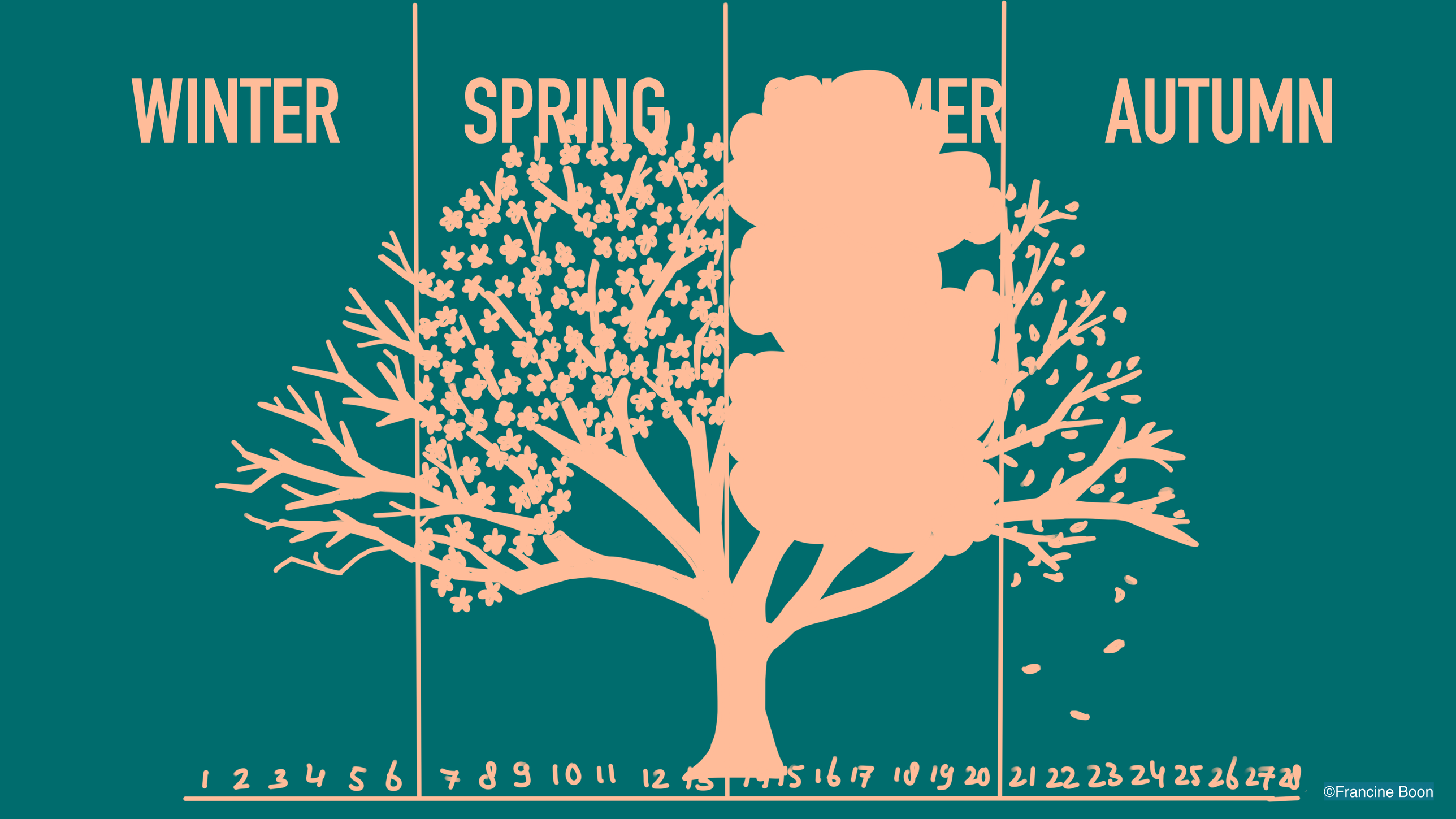

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WINTER

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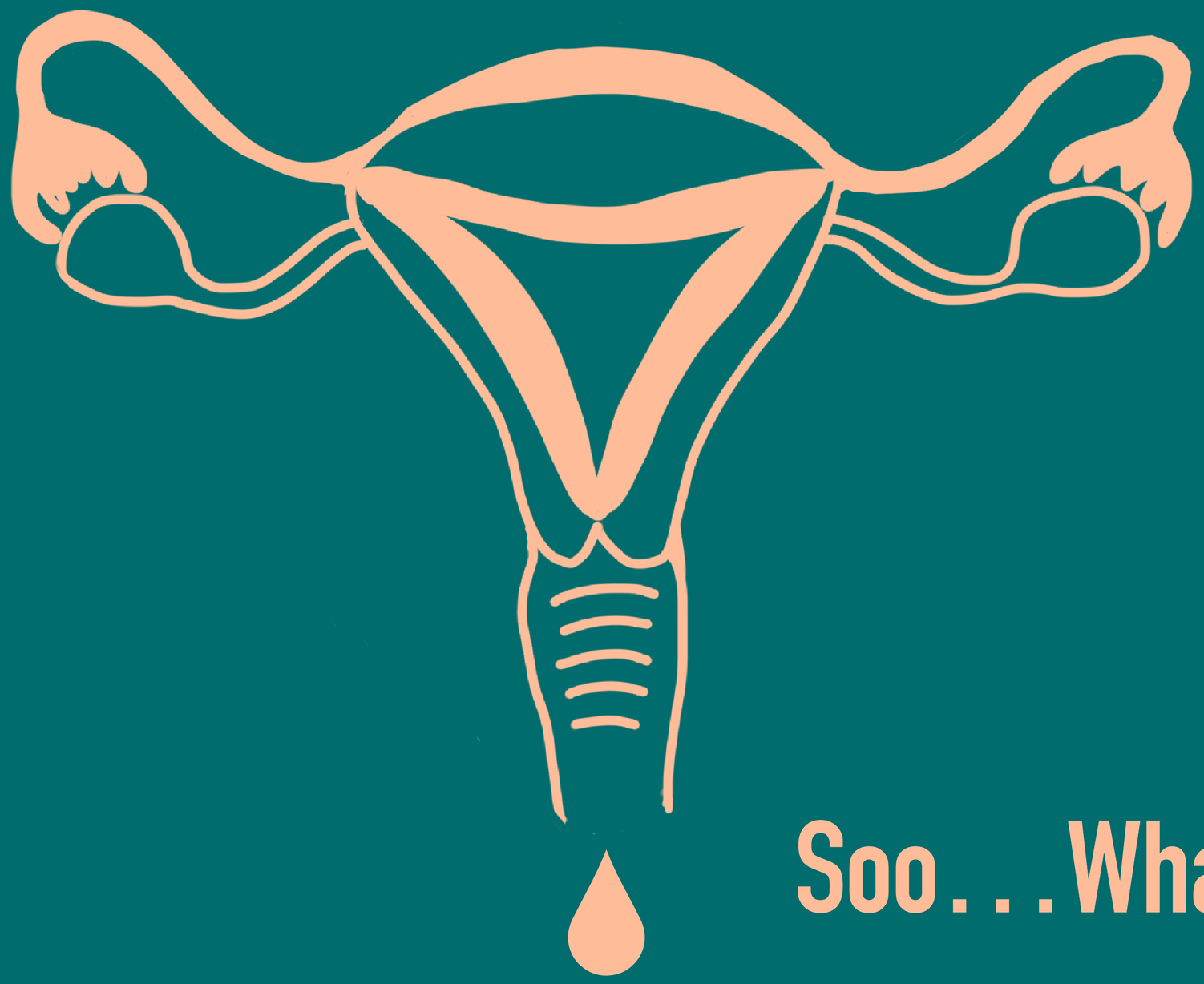

Soo…What is happening?

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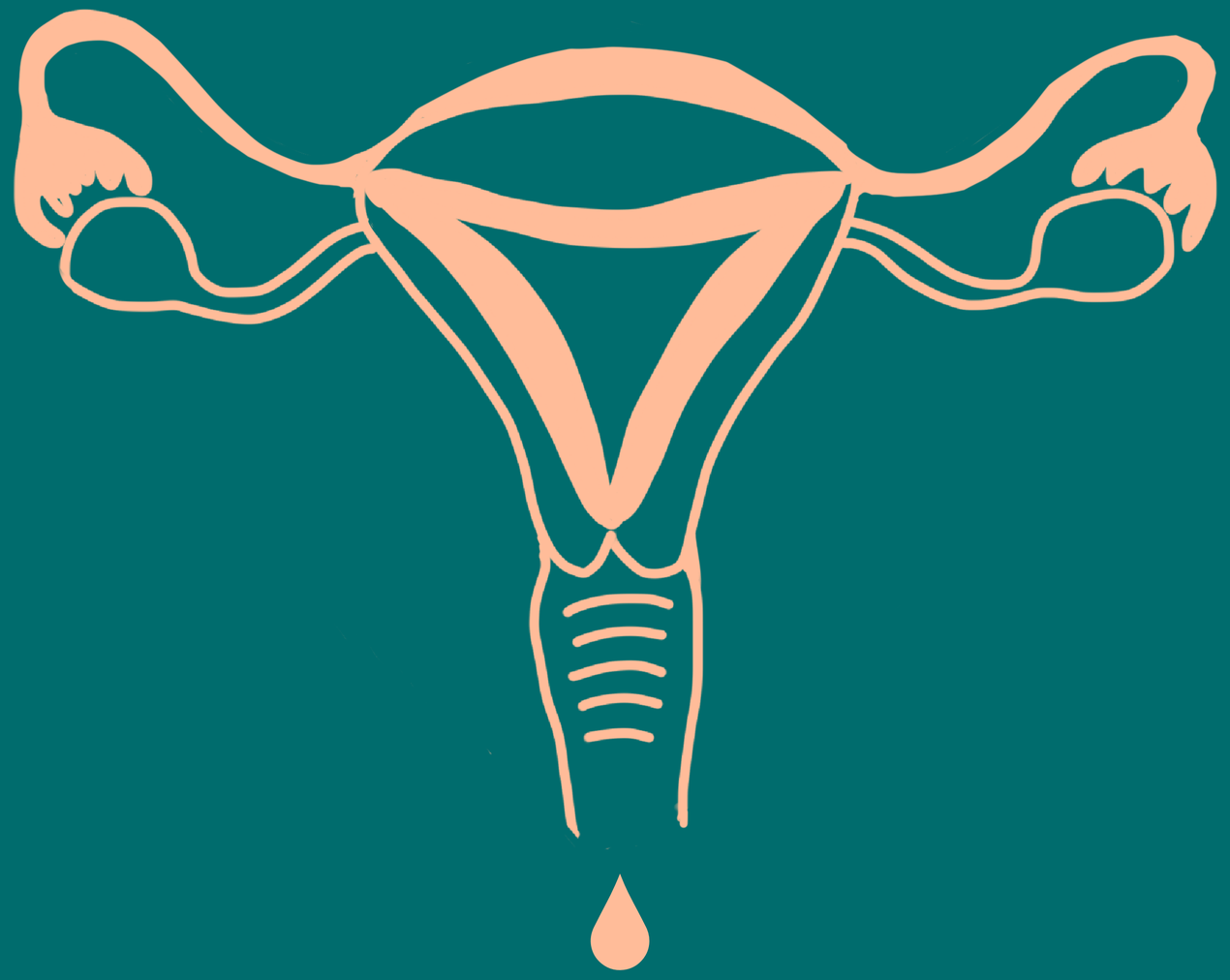
WINTER



Rest
Reflect

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WINTER SUPER POWERS

Reflection & Introspection

Setting goals

Letting go

Planning / scheduling

Admin

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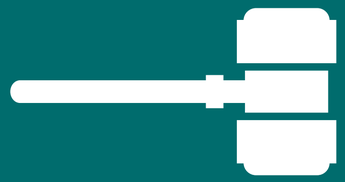
WINTER PITFALLS

Ignoring rest



Guilt

Rushing out

Creative work

Social stuff

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Your 💧 as your health report card

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SPRING

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What is happening?
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What is happening?

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Making plans
Idea flow
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SPRING SUPER POWERS

Potential

Curiosity & Play

Build & Continue

Ideas & Experimentation

Networking

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SPRING PITFALLS

Perfectionism

Distraction

Admin

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SUMMER

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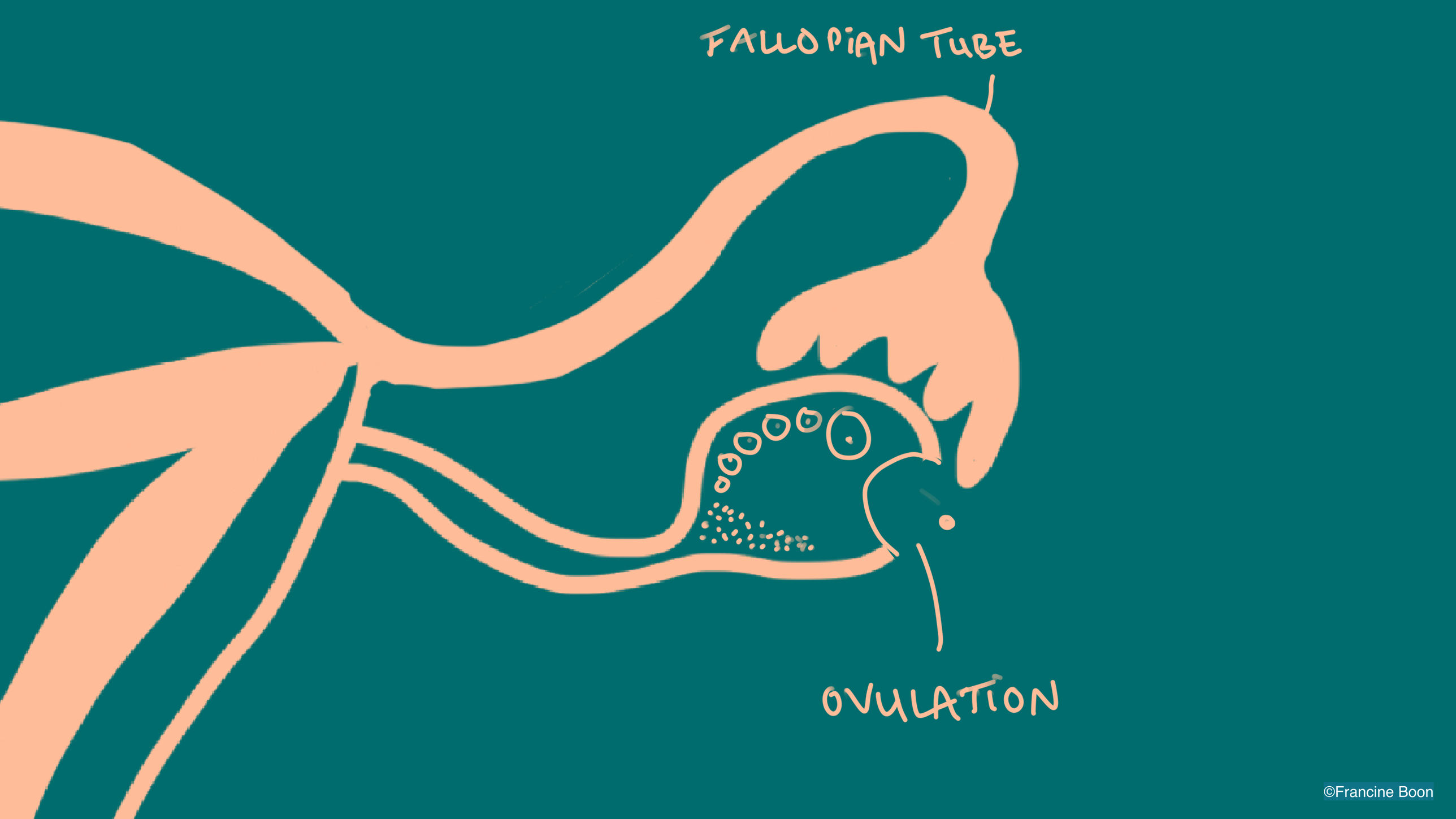
What is happening?



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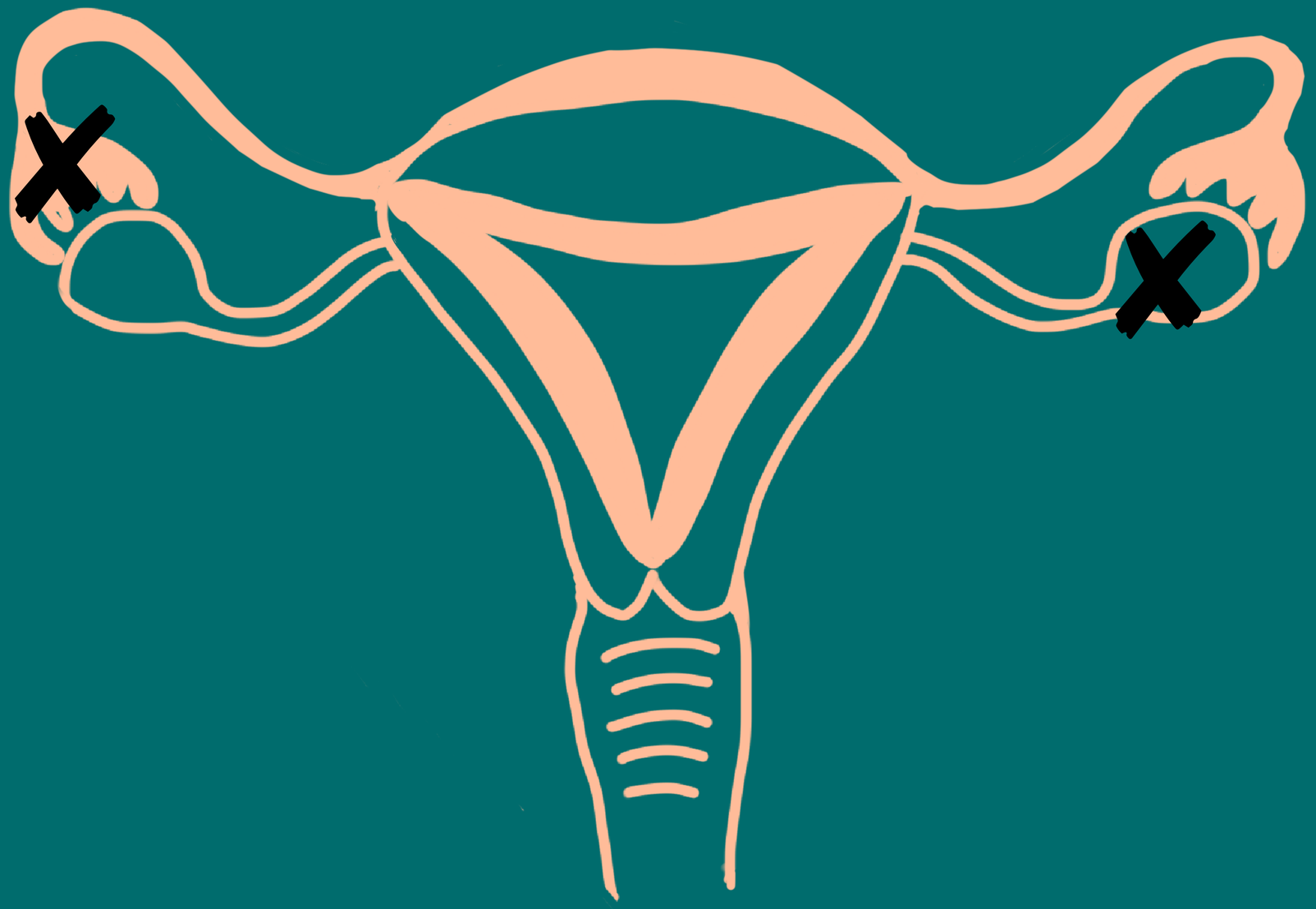

Social
Peak confidence
©Francine Boon

SUMMER SUPER POWERS

Productivity

Connection

Invincibility

Big presentations

Asking for a raise ;)

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SUMMER PITFALLS

Saying ‘Yes’
to everything

Wasting
Opportunities

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AUTUMN

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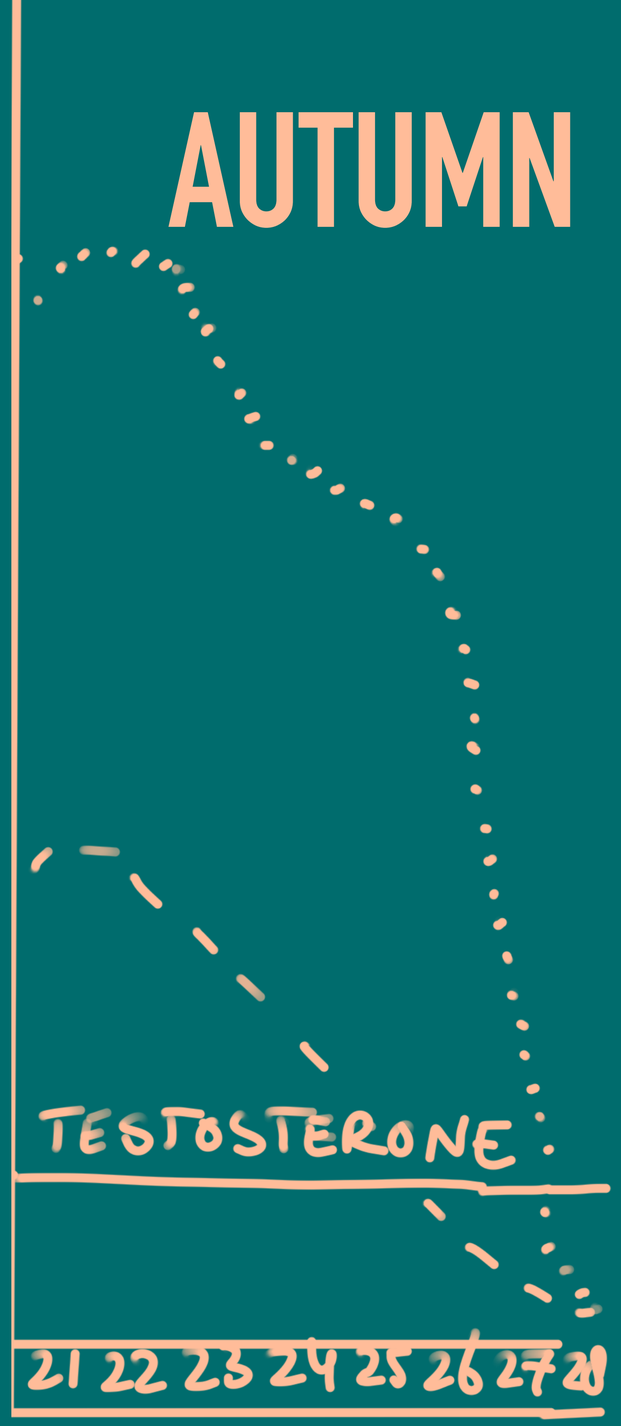
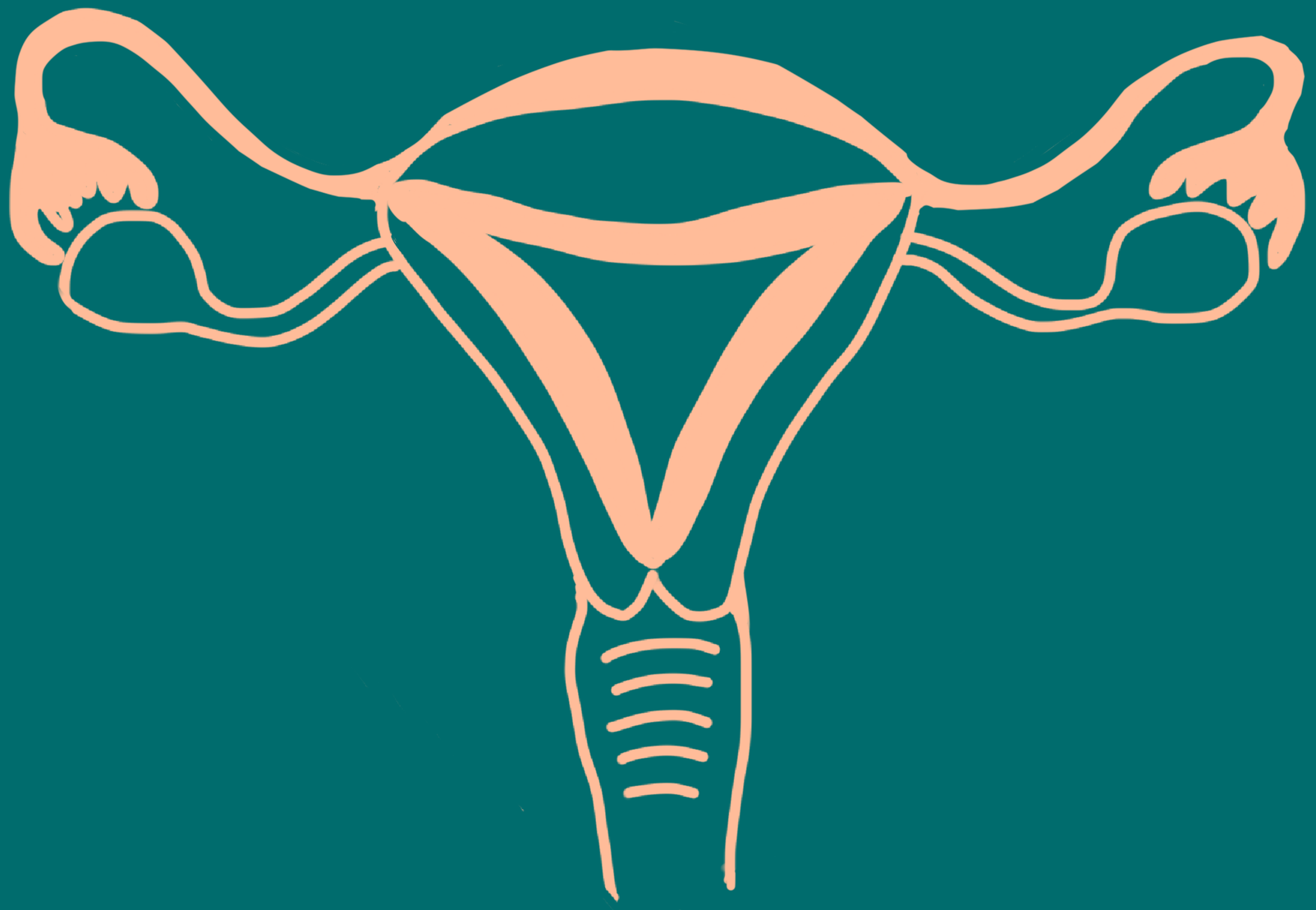
What is happening?





Intuition
Clear boundaries
©Francine Boon

AUTUMN SUPER POWERS

Deep thought & Focus

Decision making

Speaking candidly

Editing & organizing

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AUTUMN PITFALLS

Negative self-talk

Overloading your schedule

Chucking out the baby with the bathwater

Truth-talking

Creative work

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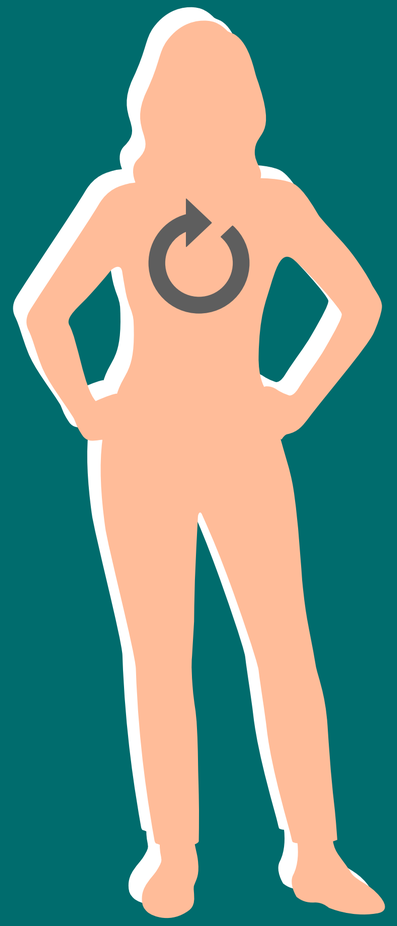
The Female Cycle



Predictable

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The Male Cycle

Up to 2 weeks!

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So how do we play with this?
It's a learning process

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Tracking You

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Quick Check-in

- Do you know where you are in your cycle?
- How do you feel in a couple of words?

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Quick Check-in: Example

- I am at day 18, which is the dip of oestrogen after ovulation in my summer
- I have to give a presentation today, and this is not the best timing.
- So today I'm taking time before and after to rest, before moving on to my next task.

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Male Cycle

- Track hourly for 3-4 weeks. How do you feel during the day on:
  - Productivity
  - Creativity
  - Doing certain tasks
  - Confidence
  - Talking to people

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Male Cycle

- How do you feel after:
  - Exercise
  - Certain food
  - Having a fight
  - Something not going your way
- Track what influences you, and you can use it to your advantage

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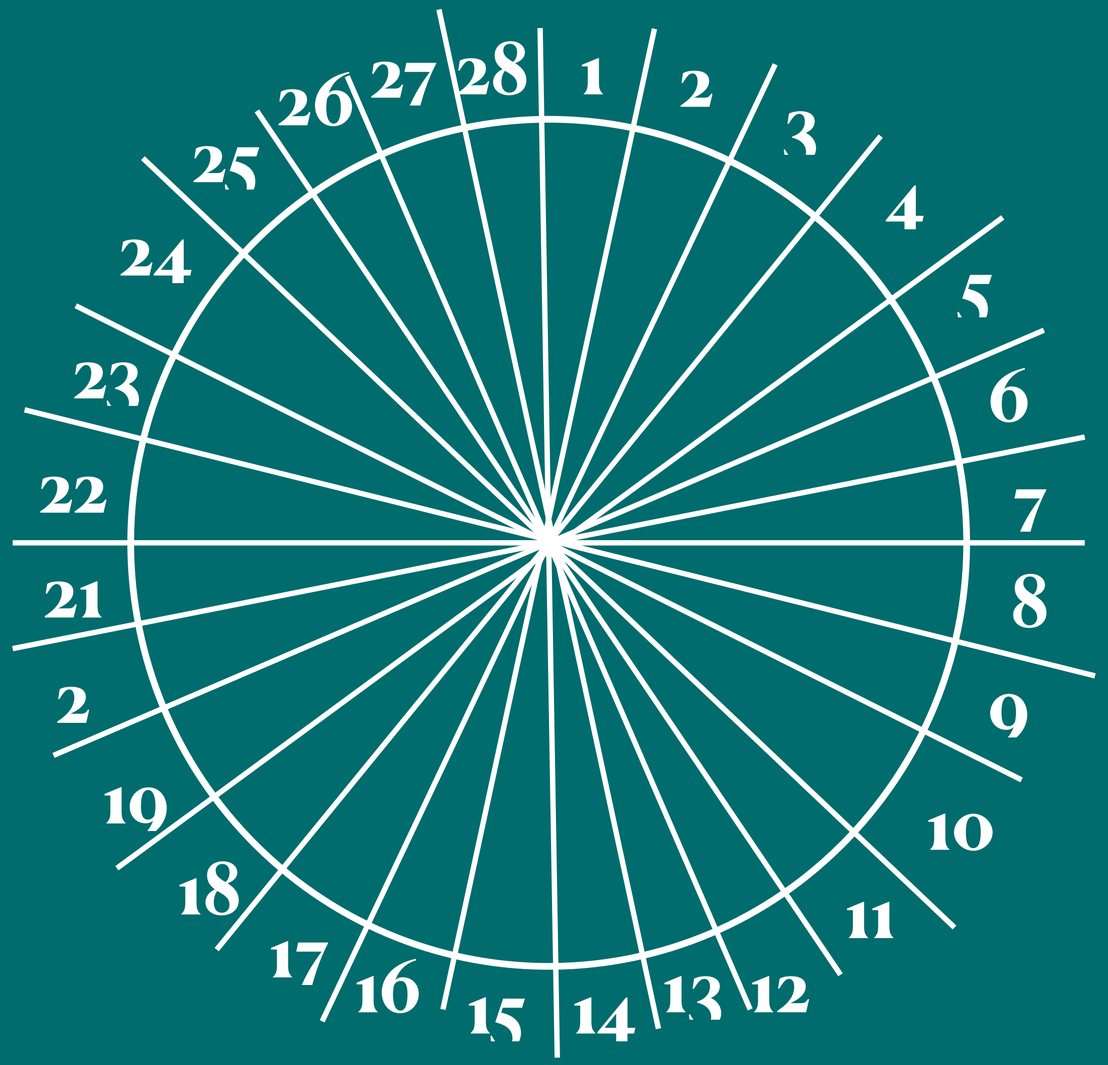
Female cycle: One Word a Day



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Feelings Wheel

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Using an app

Clue

©Francine Boon

Actions you can take

- Self-awareness in meetings
- Planning according to the cycles
- Creating space for what is needed

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Language is important

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ARE YOU ON YOUR PERIOD OR SOMETHING?

How can we talk about this?

DO:

- ‘I like your ideas but I’d need some time to think them over. I’ll come back to you with an answer in an hour’

DO:

- ‘I’m planning that big presentation, any particular dates that work best for you?

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How can we talk about this?

DO:

- What can I do for you today?

DO:

'I learned some new things about hormonal cycles in a workshop I did recently, and I'd love to explore those with you. Would you be up for that?

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Give room to organise
what is needed

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Be aware of false dependencies

©Francine Boon

Set expectations differently

©Francine Boon

Treat yourself with kindness

©Francine Boon

Feedback Survey (3min)

- **Find it here or scan the QR-code:**

©Francine Boon

Get the resources:

www.the-creative-cycle/swiftisland

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Thank you!

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