

WHO I AM & WHAT I DO – ZOE ROSS

I am a Structural Consultant and Creativity Coach. I teach structural dynamics and how to transform energy constructively. Specifically helping adults and children to understand the universal principles of tension and intention to realise imaginative vision.

My work centres on outcomes. I am passionate about structure, as the enabler of flow and creativity - and so the crux of my work demonstrates how energy works (such as, the path of least resistance). Being a creative force in your own life is a skill to be cultivated – for self-empowerment, self-responsibility, self-validation and good mental health.



We have no choice in life but to create, consciously or unconsciously – so I encourage a very conscious approach to learning about ourselves through our intentions, desires and focus. If we graciously accept that by our very presence we will impact the world, having focus, intent and tenacity for creating our heart's desires is the best contribution we can make to society.

A PASSION FOR POTENTIAL

The simple principles of creative orientation, and our capacities for joy, gives me a deep passion for the possible; humanity's creative potential. To be evolutionary in our thinking, we have to believe that more is possible for ourselves and for our world than what currently exists.

Such is what I term a "creating mindset". Learning to orientate day to day choices and actions towards personal or collective purpose – a clarity-giving and resilient approach to life. Distinct from the notion of "being creative" often associated with right brain folk, sustaining a conscious attitude to creating outcomes involves progressive and original thinking – forming new (neural) paths that have not been before.

Creative originality is universal, it is a human survival skill. As a species we are in our highest vibration when creating. Creating is the fastest way to learn about ourselves (be it an argument, a business, a paper animal). It teaches us in an advancing capacity for growth and for emotional well-being.

"The privilege of a lifetime is being who you are" Joseph Campbell

CORE THEMES

- **Ideas vs identity;** why creating outcomes is a result of inputs, not beliefs or personality
- **The power of choice;** the different dimensions of choice and negotiating choice paralysis
- **Nurturing brilliance;** finding peace in our authenticity, overcoming "littleness"
- **Intention & focus;** attuning to purpose for clarity and avoiding compromise
- **Emotional vs creative tension:** transmuting emotional energy into creative energy
- **Heart vs mind interplay;** harnessing the two strong electromagnetic forces, bringing into alignment

CAREER BACKGROUND & CREATIVITY CREDENTIALS

- 22 years in creative industry; global advertising and communications (last 9yrs at Shell plc, London).
- Fast-paced entrepreneurial agency and corporate businesses provided has been the bedrock to a deep understanding of structure and flow at a dynamic level.
- Left the industry to set up a consultancy to 'inspire creative outcomes': that is guiding individuals and communities to tap into their infinite creative potential by exploring the energetic nature of life.
- Trained in Structural Consulting by the legendary Robert Fritz, USA – author of 'The Path of Least Resistance'. Studying structural mechanics, orientation and the spirit of the creative process.
- Facilitated personal development workshops for the Natural Success/SuperGenius brand of trainings.

CHILD EDUCATIONAL PROGRAMMES; BRINGING OUT BRILLIANCE

The aim of the content is to ignite a process of self-empowerment. Specifically to guide children to create a deep connection to themselves, with the purpose of developing an inner compass over time. This is key to good mental health and emotional well-being.

A RANGE OF AGE-SPECIFIC WORKSHOPS DESIGNED TO:

- Attune the senses – increase self-listening capacity and fine tune perception
- Develop confidence – to ‘back’ themselves in the unknown, because the unknown is everywhere
- Create a positive relationship with emotions – discover how useful they are as an intelligence system
- Build self-responsibility and resilience – recognise external v internal forces, and the ability to act

Develop skills for self-orientation is an art to be cultivated. Encourage a shift away from situational thinking (reacting/responding to events) to lay the seeds to become their own creative force IN life.

HOW DO WE DO THIS?

- **Exploring and expressing our energetic nature** – with purpose. Experimenting with simple, direct perception techniques connecting them to their body, their senses, and the natural world. Many subtle and supreme intelligences are available to us to inform our way of being and thinking, impacting our choices and actions. We develop the ability to attune and by listening we continue our capacity to feel our way through the world, from a perspective of integrated mind/body/spirit.
- **Engaging a universal language.** Art and nature are universal languages, not bound by demographics or culture. Exercises call on our shared abilities to connect and allow our subconscious wisdom to express itself which, in practical terms, leads to self-assurance. We begin to understand our rhythmical nature and how we respond to the rhythms of life around us, revealing our inner strength and individuality.
- Workshops and programmes are pitched at age level to meet them at their developmental stage.

WHAT DOES SUCCESS LOOK LIKE

- A lifting of the heart
- Increased confidence to express their authentic nature
- Ability to be specific as to what’s important to them as individuals
- Increased ability to re-focus effort
- Increased personal resilience (clearer-minded in the face of adversity)
- Advanced oracy skills (individuality and specificity in their vocalisation)
- Increased capacity to ‘rumble’ with vulnerability

TOPICS INCLUDE (BUT NOT LIMITED TO):

Primary age:

- ✓ Accepting differences, and knowing that will feel disconnecting
- ✓ Growing emotional feelers
- ✓ The stories we tell ourselves become real
- ✓ Energy is everywhere – our relationship to and impact on other living things

Adolescent age:

- ✓ Why modelling others will lead to compromised outcomes
- ✓ Perceptions, thoughts and feelings are yours alone – what are you going to make real?
- ✓ Accountability in choice-making
- ✓ Focus takes practice, be clear in what YOU want to achieve and go for it!
- ✓ Recognising types of tension (emotional v creative) and making it work for you
- ✓ Tension is good: it’s role in our lives as a force for transformation
- ✓ Overcoming resistance and personal productivity techniques