



WHO I AM & WHAT I DO – ZOE ROSS

I help adults and children to understand the universal principles of tension and intention to realise imaginative vision. Teaching how to transform energy constructively.

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 create our lives either 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 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, give 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", 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. It 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 dimensions of choice-making and negotiating choice paralysis
- Nurturing brilliance; finding peace in our authenticity, overcoming "littleness"
- Intention & focus; attuning for clarity and to avoid compromise
- Emotional vs creative tension: transforming emotional energy into creative energy
- Heart vs mind interplay; bringing the two strong electromagnetic forces 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.