



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.



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

Developing skills for self-orientation is an art to be cultivated. Encouraging 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 art and nature.** They 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 children 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



ZOE ROSS – WORKSHOP TESTIMONIALS

Atul Kumar-Beurg, Owner/Practitioner, Cloud Health, Aug 2018

“Been thinking of you recently and been filled with gratitude. I was describing how much impact that workshop day had on me, when we identified fusion as a key thing. It really did improve my consultations the next day I went into work - and it's permanently changed my self-awareness. In no small part you're responsible if I provide good care, good connection to my patients. And that's what I wanted to say thank you for.”

Yui Kamikawa, Global Sustainability Director, Coca-Cola, Nov 2019

Zoe and I have trained and worked together as coaches and facilitators for many years. She combines a sharp intellect with kindness and empathy, and has a rare ability to execute with vision. Her most outstanding quality might be her skill in putting clear structure around how people can share their unique gifts with the world. She works with integrity and heart. I would recommend her very highly.

Ryan Pinnick, CEO, SuperGenius/Natural Success Trainings, Dec 2019

Zoe has assisted in facilitating workshops with SuperGenius with great care, skill and focus. Zoe has the patience to ensure that all participants are involved and learning whilst also keeping the audience engaged. Zoe's best quality is genuine care for each person and it's a pleasure having Zoe on the team of facilitators as we know she will do an excellent job every time.

Catherine Rolt, Owner/Practitioner, Unravel Disease Naturally, Dec 2019

Zoe brings to the table and to your business a vast level of expertise and knowledge. She sets about laying out the foundation for a company with great precision and a layering that is extraordinary, burrowing into the roots your vision and then puts it before you systematically, and in a methodical way. Suddenly through her work it is possible to be truly clear in your objectives.

Kelley Price, Life Coach, Oct 2017

Since I decided to setup my business, I had found it difficult truly expressing the philosophy behind the service I offer, as a life coach. When people would ask me, be it friends, colleagues, or potential clients I always felt unsure of how to describe the philosophy. It sounded in my mind a bit grey and fluffy.

Zoe changed that. In the time, we spent together she explained clearly the parts of the process that would see my philosophy evolve. She asked me questions that got me talking about my beliefs and values, my life story, you could say we “passion-stormed”. Zoe also supported this process by writing the gems in what I was saying, she drew diagrams to explain things too. From, thoughts to words, from words to structure that put into expressing my philosophy warmth, passion and my personality.

I arrived at heightened awareness of the “Why” behind what I do and how it connects with me. Since meeting with Zoe, the ideas and a-ha moments have kept coming. I'm a great believer in not rushing creativity and evolution. I'm still working on it. However, the collaborative process I went through with Zoe has instilled a confidence in me that my business philosophy is mine and no longer borrowed! I highly recommend collaborating with Zoe, it's your brand and she will ensure you are at the heart of it.