



How I got here

Today, I'm going to be talking about how I got to this place. I've always been a graphic designer and I've worked with some of the really great design groups in London. Then I started my own career and got to that stage, which so many of us do, when we start thinking 'is this all there is to do with life?'. So I began to explore other ways of influencing people and maybe that's one of the things we like, as we do in design, is that we're able to influence the way that people think, but it didn't feel like it was getting people to the place, or the planet to the place, where I wanted it to be.

I studied herbalism and, ultimately, it was the plants that took me to the place where I am now, or I became a relatively good herbalist. People got better when I treated them with the plants and then I decided there was more about the plants that I needed to learn. So, I made a set of flower remedies and they worked, and that was incredibly surprising because I made them and thought that only much more qualified people than me were able to do that. Then I read a book on plant spirit medicine, and that was quite amazing. That was like a light going off and I studied that with a wonderful woman in America called Suzanne Burnell, and I learned how to treat people. We need to treat people spirits' with the spirits of the plants and looking back on it, the plants took me on a journey of how we can work at many levels, at a body and physical level with the bodies of the plants, and at a mental level with flower remedies which work on our emotions. Even aromatherapy works at that sort of level as well, and then at a spiritual level. It all sounded a little bit weird, but it was working. I began to wonder if I could apply this to my design thinking and I believed that I could.

So, could I work with a logo type? I've always worked with logo types. I found them intriguing, I've found them very powerful. I had just a gut feeling more than anything else that there were more powerful than we thought. I thought I've always worked with logos at a physical level, I know how to apply them physically, how to get that colour right, how to make it look good at a mental level, we always, and I mean really always, talk about feelings with a logo. They spark our feelings - we feel good when we see some logos, we don't feel good when we see others, the different colours make us feel differently. The words trigger different emotions in us, so that was the mental aspect. But there was this other aspect that I was intrigued about and that is, can they work with us at an energetic level and I believe they could. I think if we can throw a Reiki symbol into a room, which a lot of people believe we can, and we look back in history at sacred symbols that people would use to go into meditative states into looking at mandalas and yantras, and even the sounds, even the words that we use - 'I'm loving it', 'It's the real thing' - they're like mantras, which have been used for thousands and thousands of years. Then I started on the journey to go deeply into 'was this a figment of my imagination or is there really something there that I could learn and work with at a much more profound level'?

I started with my first book called *The Logo Decoded* and I took the logo apart bit by bit and looked at each element. I'll go into that in more detail later, but as I got deeper into the elements, I realised how powerful they are and how they've been being used - the colours and the sounds and the shapes -

they've been used by humans for literally hundreds of thousands of years to create change in the world. I started looking at could we inherit logos? There's a thing called epigenetics. Do we feel differently about a certain shape because our grandparents felt differently about how they particularly liked a brand? It's a little bit out there, but it's possible. When we think that Eastern countries like circular logos and Western ones seem to prefer square ones, where does that come from? That's got to be an inherited cultural thing. So, I looked at, I looked into that and the sounds they used in advertisements and things like that. That took a long time because it really sounds very off-centre and I don't like being called too 'wooeey'! I had to do a lot of research on it and I had a lot of friends helping me because research isn't one of my things and that worked. I felt that that was my university degree, doing that in a very mild way. The second book, having proven to myself more than anybody else that I think there is something in the power of the logo to effect profound change in our lives and consequently in the world, then how can each of us do this? That book is called *Identify Yourself*.

It's how that has the techniques and the reasonings behind how we can all do this, how we can all create our own logos to change our lives, and it can be an intention for anything that's expressed. It can be an intention to find a new house, a new partner, change our business thinking. Traditionally, of course, it's used in business, but I think we can use it for anything. So, that's what I stand for and that's what I really like to encourage people to do. It's a little bit like giving people a powerful tool so they can share the change that they want to see in the world.

When we identify it with something that can be shared, and we stop internalising it and we express it using all those powerful elements, then we can actually make it come true. This is the success of brands. I believe that this is how we can create the change we want to see in the world.

If you want to learn more about these Future Magnets and how we can create the future that we want to see, then look up my website lorastarling.com