

CREATIVE WAYFINDING

a journey into imagination



“Knowledge alone is not wayfinding. How can you know the wind other than by sailing?
The dance, other than by dancing? Wayfinding, other than by finding the way?”

~ Will Kyselka, *An Ocean in Mind*



EMBARK ON A JOURNEY OF CREATIVE EXPLORATION AND SELF-DISCOVERY

The Creative Wayfinding Course is built to guide you through the process of discovering your innate creativity, finding your authentic voice, expressing your ideas and experiences, and bringing readers along in your wake. Focused on generative processes and exploration, this course is for people **with any level of writing experience and with any kind of project or writing goal in mind** (e.g., blog, short or longform fiction & non-fiction, academic writing, poetry, etc.)

Combining inner process with creative practices, this eight-week course is carefully designed to help you uncover your unique, strengths-based creative process within a framework of proven writing practices. Ninety-minute live classes are held every-other-week, with off-weeks dedicated to integrative writing exercises and reflective practices.

You'll learn to uncover and listen to your writing voice, overcome creative resistance and procrastination, build a deep connection with your eventual readers, and cultivate a resilient creative purpose that propels you through the eventual challenges that arise in any creative endeavor. Along the way, you'll cultivate the necessary qualities for meaningful creative wayfinding in a supportive community of other journeyers. Class enrollment is limited to ensure an intimate learning environment.

Facilitated by instructor and certified coach, Kelly Hudson, classes offer a blend of instruction, coaching, reflection, and peer-learning to help you build a sustainable writing practice. Registration for the course includes two one-on-one coaching sessions to help you deepen your understanding of your project and strengthen your ability to bring your idea into form.

WHO IS IT FOR?

The Creative Wayfinding Course is for writers (and those who don't consider themselves writers, but feel compelled to write) looking to receive supportive coaching and instruction in their quest to live a fulfilling, creative life.

Whether you arrive looking to work on a specific creative project that's been gently tapping on your shoulder, want to instigate or deepen a creative practice, or simply want to uncover your unique process to access your inner muse, the Creative Wayfinding course offers the structure, guidance, and support to take the journey your soul calls for.

HOW DOES IT WORK?

This is an eight-week course with live classes via Zoom every-other-week (90 minutes each). Interim weeks are dedicated to integrative writing prompts, curated resources, and reflection exercises designed to help you navigate your creative process and practice and transform your idea into a tangible form.

In addition, registration in the course includes two 60-minute one-on-one coaching sessions to support you on your individual journey.

Registration is limited, allowing for an intimate and attentive group learning experience.



LEARNING OUTCOMES

These overarching learning outcomes aim to guide participants through a holistic creative journey, encompassing both practical skills and personal growth.

- Cultivate Creative Awareness
- Uncover Your Unique Creative Process
- Embrace Ambiguity and Exploration
- Strengthen Creative Decision-Making
- Discover Your Authentic Voice
- Enhance Your Creative Impact
- Foster Generosity and Empathy
- Build Resilience and Perseverance
- Sustain Your Creative Practice
- Connect With Your Readers

Creative Wayfinding is about living a creative life, being open to sources of guidance and direction that our unwavering attention offers, navigating through the integration of insight and practice, and ultimately, arriving at new places.

CURRICULUM OVERVIEW

Week 1: Live Class (Zoom)
Embarking from Safe Harbor

Week 2: Integrative Practice
Start Where You Are & Follow the Energy

Week 3: Live Class (Zoom)
Into the Unknown

Week 4: Integrative Practice
Seeking Questions Without Answers

*** Mid-Course:**
60-minute individual coaching session

Week 5: Live Class (Zoom)
Navigators & Cartographers

Week 6: Integrative Practice
Generosity, Not Performance

Week 7: Live Class (Zoom)
Beyond the Horizon

Week 8: Integrative Practice
The Imagined Possible

*** End of Course:**
60-minute individual coaching session



AT THE HELM OF THE SHIP



Kelly Hudson is an author, professor, and certified coach who is passionate about empowering others to live and tell their stories. She is dedicated to collaboratively supporting her clients through the process of transformation, emergence, and creative possibility. Kelly's approach is rooted in her interdisciplinary education, enriched by cross-pollination between a variety of perspectives to achieve deeper understanding and broader connection of ideas.

Kelly works with clients representing a spectrum of experience in industries ranging from culinary arts to psychology, from life sciences to leadership training and development, from technology to ecology.

Kelly attended United World College in Wales as a Shelby Davis Scholar. Her Davis Scholarship continued to support a Bachelor of the Arts at College of the Atlantic in Maine, where her degree focused on writing and philosophy. Kelly received her Master of Fine Arts in Creative Writing from the Northwest Institute for Literary Arts and Antioch University, Los Angeles with a private grant from the Elizabeth George Foundation. She received her coach certification from the Hudson Institute of Coaching.

In her free time, Kelly enjoys running in the mountains of Santa Barbara, reading voraciously, and writing and publishing fiction and non-fiction.

Spring 2025 Cohort SCHEDULE

WEEK 1: LIVE CLASS (ZOOM)

Friday 2/21, 12-1:30pm PT
Embarking from Safe Harbor

WEEK 2: INTEGRATIVE PRACTICE

Start Where You Are & Follow the Energy

WEEK 3: LIVE CLASS (ZOOM)

Friday 3/7, 12-1:30pm PT
Into the Unknown

WEEK 4: INTEGRATIVE PRACTICE

Seeking Questions Without Answers

* MID-COURSE:

60-minute individual coaching session

WEEK 5: LIVE CLASS (ZOOM)

Friday 3/21, 12-1:30pm PT
Navigators & Cartographers

WEEK 6: INTEGRATIVE PRACTICE

Generosity, Not Performance

WEEK 7: LIVE CLASS (ZOOM)

Friday 4/4, 12-1:30pm PT
Beyond the Horizon

WEEK 8: INTEGRATIVE PRACTICE

The Imagined Possible

* END OF COURSE:

60-minute individual coaching session



FAQ

Where do I access the Creative Wayfinding course?

This course is hosted on Thinkific, an online learning platform. Course content will be released weekly and remain accessible throughout the course and for 90-days following course completion. Live classes are hosted on Zoom, with meeting links accessible through the Thinkific platform.

Are live classes recorded?

Live sessions may be recorded, with written and verbal consent from all participants. Recorded classes may be shared within the course platform upon request, and will remain accessible only to course participants. Recordings will never be shared or stored outside of Zoom and Thinkific platforms, and will be deleted within 90-days of course completion.

What if I miss a session?

Participants are strongly encouraged to register for the course only if they are available to attend all four live sessions. Still, even with attentive planning, life sometimes gets in the way. If a participant is unable to attend a live session, the session will be recorded and shared on the class site.