The buddha – the buddha, said that we become the thing that we most resist. I my case, I think that means that I must have been pushing very hard against a fat Yorkshireman.

It doesn’t take much of journey of self-knowledge for me to realise that that’s what I am.

But what I’m going to do now is tell you a bit more about me, a bit more about why I’m going to tell you what I’m going to tell you, a bit more about why now is a good time to be telling you and then I’m going to tell you a bit about more about you.

Why me? Since I was a teenager, I have fantasised about being a writer. And I’ve written things. But, you know, life got in the way. I studied English Literature at university because I liked poetry, but, for me, having to write about essays about poetry is like having to submit a form to the government for permission to have sex.

And then just recently I actually wrote a book. And then even more recently I found a publisher for my book!

Why now? ***They say there’s no time like the present, and they say there’s no present like time – but it’s a fucker to wrap.***

## The biscuit tin and the biscuit

Why this? Because while I was writing my book on project management I realised something so blindingly obvious that most people don’t notice it. Ideas and things are made of different stuff. Descriptions of biscuits on the tin and the actual biscuit – they’re made of different stuff.

Why is the great British Bake Off such a successful show? Because there’s something really dramatic about failed baking.

Emotional labour

This is the work that you need to do to deal with emotions that you don’t want, or don’t expect to have.

And emotions are what you get when you make biscuits, you do something creative, or actually when you do anything, certainly anything where you expect any outcome.

Six basic emotions  
  
When I say emotions, what am I talking about?

Sadness, happiness, fear, anger, surprise and disgust.

These are the six basic emotions and what I realised is that we can experience all of them whenever we do something creative.

And it’s the same emotions that we could experience in a torrid lover affair – or as part of the journey of assembling a piece of IKEA furniture.

## The heroine’s journey

## Abandoned Quests

### Agreed Activity

## The solution

Find something just slightly more edgy than agreed activity

Get up and do the thing that you want to do every day.

Do something expensive / humiliating / stupid (it worked for me).

Insert just a little bit of jeopardy.

## Understand that sooner or later, someone has to say fuck it!

Hesitation

Frustration

Impatience

Fuck it!