



Ainsley Ericksen

Executive & Leadership Coach (ACC)
Lumina Practitioner | Fractional CMO |
Speaker & Facilitator

Helping leaders and brands find the clarity that moves them forward.

"The stories we tell about ourselves, our teams, and our work shape everything. The best leaders rewrite the ones that hold them back and build on the ones that move them forward."



About Me

With 25+ years of global experience, I work with leaders and businesses on the things that actually determine whether they grow — or stall.

For leaders, that's usually an internal story that's gone unexamined for too long: one that's quietly shaping how they lead, how they communicate, and how others experience them. For businesses, it's often a brand that no longer reflects the company that's doing the work.

As an ICF-certified coach (ACC) and marketing strategist, I bring both the strategic rigour and the human honesty to help you see it clearly, and do something about it.

Our Services

- **Executive & Team Coaching** → Get clear on what's holding your leadership back, and change it.
- **Leadership Development Workshops** → Give your leaders practical tools to communicate and lead with more confidence.
- **Psychometric Assessments & 360s** → Understand how you show up, and how others actually experience you.
- **Values-Driven Strategic Planning & Facilitation** → Get your team aligned around what matters and moving in the same direction.
- **Brand Positioning & Marketing Strategy** → Build a brand that actually reflects who you are and connects with the right people.
- **Fractional CMO** → Senior marketing leadership when you need the expertise but not the full-time hire.



"Seven sessions wasn't enough. In a short time, she helped me find my voice and turn big, sometimes paralysing ideas into smaller, actionable steps. More importantly, she helped ground me." – Client

"Ainsley was able to quickly notice limiting beliefs and tendencies I didn't realise were holding me back. Her use of the Lumina tool provided insightful clarity of how I respond to stress. Working with Ainsley has shifted my perspective to a place of empowerment and confidence." – Client



Ready to get clear?



Get In Touch
www.zenzeroconsulting.com