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Inside Out Leadership Transfomation

A 12-session 1:1 coaching experience to realign your strategy, systems, and self inside out.

What if leadership didn't mean pushing through?

What if you could lead with more clarity, ease, and soul, without compromising results?

This is for you if you're:

- Leading from survival mode, not alignment
- Experiencing leadership gaps or role disconnection
- Lacking fulfilment in life, leadership and business
- Ready to reclaim rhythm, clarity, and inner capacity

We begin with the Pre-Learn step, uncovering the essence of who you are and what you're called to lead. Then, we move through the formless™ methodology, a four-step inside out journey:

Step 1. Learn
What's limiting us, illuminate blind spots and clarify what's essential

Step 2. Unlearn
Release outdated beliefs, behaviours, and bottlenecks, to reimagine transforming

Step 3. Relearn
Reshape leadership rhythms, rituals, and identity for soulful high flow

Step 4. Active Recovery
Reflect, celebrate, and integrate for long-term evolution

Each phase integrates Bee Formless™ Inside Out Leadership Elements:

- **Foundation**
  Mind-body-soul alignment and energy clarity
- **Life**
  Sustainable high flow beyond work
- **Identity**
  Illuminated essence, intuition, and personal brand
- **Career/Business**
  Purpose-driven momentum
- **Soulful High Flow Conscious Leadership™**
  Triggers, decision-making, and systems
- **Antifragility**
  Strength to bounce forward through change and uncertainty

Designed for high-performing women in business, founders, CEOs, C-suite leaders and visionaries, this inside out leadership experience guides you to reclaim your energy, reset your identity, and lead from a place of clarity, rhythm, and authentic wholeness.

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The formless methodology™: inside out transformation to become a Soulful, High Flow Conscious Leader™

A practical and soulful system for aligning identity, rhythm, and leadership wholeness, designed for conscious leaders to evolve through high flow, adaptability, and continuous growth, enabling fulfilment and performance into the future.

Pre-learn

formless™ speed dating, where we become deeply curious, exploring your identity, rhythm, and inner capacity to lay the foundation for inside-out life and leadership transformation.

- Foundation
- Life
- Career/ Business
- Identity
- High flow conscious leadership
- Anti-fragility

Learning phase

Discovery and diagnostic across core areas of life, leadership and career/business.

Unlearning

Releasing outdated beliefs, habits, and identity loops to reshape how you lead from within. Creating space for clarity, inner capacity, and soulful high flow.

Bee champions

Illuminated soul purpose
Mission
Energy, attitude and behaviour
Illuminating identity
Life, leadership and career/ business plan
High Flow Leadership Playbook

Learn
Solution finding
Discovery
Diagnosis
Opportunity

Unlearn
Release
Reimagine
Reshape
Innovate
Create
Solve
High flow

Relearn
High flow
Test
Implement
New solutions
Tools

Active recovery
Reflect
Adapt
Celebrate
Growth

- Business
- Leadership
- Life

Incremental learning, unlearning & relearning → Incremental growth

A massively transformative experience for you in a **formless™** hive: A space where individuals like you tap into **formless™** energy to explore new ideas, embrace adaptability, and step into a new generation of soulful, visionary leadership. Through collaboration and connection within the hive, you'll foster innovation, creativity, and anti-fragility - empowering you to optimally thrive in life, leadership, and business.

Your soul holds you together through a formless™ journey of learning, unlearning and relearning

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You'll be guided to:

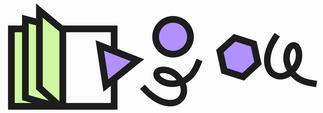
- Lead from authenticity, not obligation
- Redefine your leadership identity from the inside out
- Break free from survival mode cycles and reclaim your whole-being energy
- Align your personal rhythm to sustain high performance

The proven impact of FLOW science to shape soulful, high flow conscious leaders is transformative.

Quietens the analytical mind, enhancing intuition and creativity for better problem-solving and decision-making.

Witness a 400-700% spike in creativity

Flow Research Collective



Enjoy a 200-400% increase in learning and skill acquisition

DARPA

Experience a 500% boost in productivity and motivation

McKinsey & Co

The Bee Formless™ experience, in their words:

> Bee's formless™ methodology and the four steps she applies have brought newfound awareness, valuable lessons, and practical tools. I see these past few months as a turning point in my life and career journey, one that's expanded what I now see as possible.

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Meet Belinda “Bee” Murray

Inside-Out Transformation Consultant & Coach for High-Achieving Leaders & Teams

“Bee is a seasoned expert in people, performance, and purpose, dedicated to guiding leaders out of survival mode and into Soulful, High Flow Conscious Leadership™ , cultivating, whole-being, adaptive growth, from the inside out through her innovative **formless™** methodology.

With over 25 years of experience scaling businesses to $20M+ and leading 150+ teams, Bee integrates FLOW science, Neuroscience, Subtractive Psychology, Positive Psychology, and Self Actualisation to equip high-performing leaders with the tools to drive growth through aligned strategy, operations, culture, and leadership.

Why work with Bee?

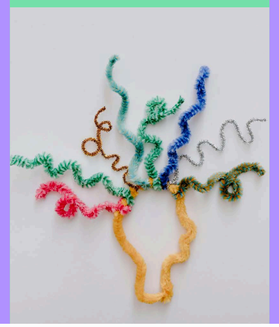
- Certified in neuroscience, high-performance, flow science & self actualisation.
- Strategic expertise delivered with soul, using proven frameworks that drive measurable results.
- Proven track record in life, leadership & business transformation with measurable success.
- Trusted by CEOs, founders, and high-performing teams worldwide.

What’s included:

12 x 90-min private coaching sessions (Zoom or F2F)

Soulful High Flow Conscious Leadership Playbook

Practical training, tools, tips, systems and rituals



WhatsApp support & Bee Formless™ Hives, Leaders Circle

Investment:

$4,800 USD
(Local AUD pricing available)

If you’re holding it all and your dimming your light and ready to hold yourself differently this is for you to illuminate.

Scan to book a COMPLIMENTARY 60min leadership discovery session with Bee