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Meet Belinda "Bee" Murray

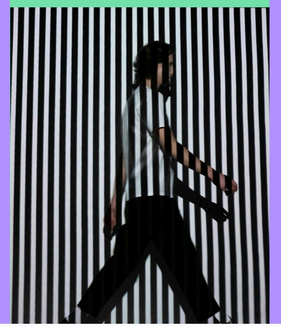
Inside-Out Transformation Consultant & Coach for High-Achieving Leaders & Teams

Bee is a seasoned expert in business, brand performance, optimisation and culture transformation, dedicated to supporting teams break out of survival mode and unlock sustainable high performance 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 teams with the tools to drive growth through aligned strategy, operations, culture, and leadership.

What's included:

- 2 x workshop 6 x 90-min team coaching sessions (fortnightly)
- 2 x individual identity sessions (optional add-on)
- High Flow Team Playbooks, systems and rituals
- WhatsApp and f2f support. Bespoke training and tools



Why work with Bee?

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

Investment:

$3,000 USD, (Local AUD pricing available)

If your team is ready to move from pressure to aligned performance, this is for them.

Scan to book a COMPLIMENTARY 60min team growth discovery session with Bee

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Inside Out Team Transformation

A 6-session team guidance and workshop based experience to realign your culture, rhythm, and collective performance, inside out.

What if your team didn't need to push harder, but sync deeper?

This is for your team if they are:

- Your team has grown fast or hit a plateau and operating in survival mode
- Connection and communication is strained or rhythm feels off
- Collaboration feels forced instead of rapid and fluid
- Ready to embed a culture of trust, high flow, and collective momentum

We begin with the Pre-Learn step to uncover the unique essence of each team member and the collective team soul. Then, we journey through the formless™ methodology, a four-step path for transformation:

Step 1. Learn
Discover friction and clarify what's truly needed

Step 2. Unlearn
Release outdated systems, dynamics and bottlenecks as a team to reimagine transforming

Step 3. Relearn
Reshape team rhythm, identity, and ways of working

Step 4. Active Recovery
Reflect, recharge, and integrate as a team continuously

Each phase integrates Bee Formless™ Inside Out Team Elements:

Team Foundations
Energy, whole-being, and fluid collaboration

Team Experience
Purpose, values, attitude and behaviour and ways of working

Team Identity
Collective soul, voice, identity and authentic presence

Soulful High Flow Conscious Leadership™
Communication, systems, and strategic alignment

Operating Rhythm
Redefined productivity and sustainable collective High Flow

Antifragility
Adapting to change and strengthening to bounce forward through uncertainty

Designed for conscious teams this inside out team transformation experience, unlocks collaborative High Flow, strengthen trust, and cultivate sustainable performance through shared purpose and identity.

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The formless methodology™: inside out team transformation that aligns people, presence, rhythm and performance

A practical and soulful system for aligning team dynamics, rhythm, and performance, designed for conscious teams to evolve through collective High Flow, adaptability, and continuous improvement, enabling deeper connection, creativity, and growth into the future.

Team foundation

Team experience

High flow conscious leadership

Team identity

Operating rhythm

Anti-fragility

Pre-learn

Baseline facilitation **formless™** speed dating, where we become deeply curious, exploring the people, rhythm and performance of the team, to lay the foundation for inside-out team transformation.

Learning phase

Discovery and diagnosis, understanding the existing form of the team to identify new opportunities.

Unlearning

Releasing outdated patterns and systems to reimagine and reshape how the team works. Creating the conditions for collective, soulful high flow.

Bee champions

- Define and activate your illuminated soul team purpose, mission, and identity
- Align rhythm, energy, attitude, and behaviour into one unified team operating rhythm
- Apply the High Flow Team Playbook
- Cultivate high performance through soulful, high flow conscious collaboration and adaptive rituals

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

Teams

Leadership

Incremental learning, unlearning & relearning → Incremental growth

A massively transformative team activation in **formless™** hives: A space where teams unite to access **formless™** energy, attitude and behaviour to explore new ideas and ways of working, enhancing innovation, creativity, ad aptability, anti-fragility, allowing them to optimally thrive.

Your team's soul aligns individuals together through a formless™ journey of learning, unlearning & relearning

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Your team will be guided to:

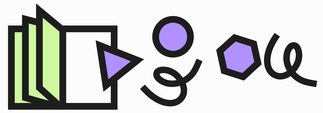
- Build trust and cohesion through deep and meaningful connection
- Define a shared purpose, mission, values, and high flow-aligned culture
- Reimagine creativity, productivity, energy, and collective contribution
- Align your team rhythm to sustain high performance

The proven impact of FLOW science to build high-performing, antifragile teams 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 results-focused yet joy-filled formless™ approach is something we genuinely value as a team. Her coaching and advisory are introducing new ways of working that are enabling us to thrive both professionally and personally to fluidly collaborate and grow.