



Belinda Tobin Creative Agency

Company Profile

www.btcreative.agency

2025

Table of Contents

1	<u>About Belinda</u>
2	<u>Creativity As Energy</u>
3	<u>The Creative Energy Equation</u>
5	<u>The Creative Governance System</u>
7	<u>The Services</u>
8	<u>Testimonials</u>
9	<u>Contact</u>

Harnessing Creative Energy.
Supporting Meaningful Change.

About Belinda

Combining governance expertise, research and real-world creative experience, I help people nurture creative cultures and channel creative energy into meaningful, lasting change.

As a prolific author, publisher, producer, and events curator, I have immersed myself in the creative process across multiple industries. I understand both the science and the soul of creativity—what sustains it and what suppresses it. Using this knowledge, I help individuals, teams, and leaders unlock their creative potential in ways that are practical, transformative, and sustainable.

In addition, I am a governance professional with over twenty years experience helping organisations establish leadership systems that support their people and instil stakeholder confidence. I am committed to governance excellence and work with leaders across all industries to build frameworks and processes that support a thriving creative culture.



Through bespoke workshops, one-on-one consulting, coaching, and corporate training, I guide people to harness the inspirational energy of creativity.

Whether you're an individual entrepreneur, an innovation team, or a leader wanting to make creativity a core value, I provide the insight, ideas and initiatives to help you make a lasting impact.

Creativity As Energy

Energy is the ability to do work or cause change. It exists in many forms—such as heat, light, motion, and electricity—and can be transferred or transformed but never created or destroyed. Energy powers everything in the universe, from the movement of planets to our internal biological processes, making it an inherent part of who we are and what we do.

Creativity is the ability to do work, where the work is developing new and valuable ideas. Like energy generally, creativity has the ability to cause change, being the source of many shifts in our societies, both great and small but all significant.

Creativity, then, is also an energy. It is always present, either in flow or held as a potential, awaiting to be activated under the right conditions.

Creativity is the invisible force that fuels ideas, innovation, and transformation. It exists in the background of our thoughts, interactions, and experiences, waiting for the right conditions to be harnessed and directed.

Just as scientists have developed ways to detect and utilize unseen energy, we can tap into the invisible creative energy that surrounds and flows through us, using it to shape new visions and bring ideas to life.



The Creative Energy Equation



Extensive research has been conducted on what is needed for creative energy to be freed and supported to flow. These essential elements are captured within the **Creative Energy Equation: $C=EMC^2$** . This equation pays homage to Einstein whose creativity unlocked the power of the universe. The **Creative Energy Equation** unlocks the powerful energy of human creativity.



E = Emotion

Creativity comes when people are in positive emotional states, or are feeling supported to process those that are uncomfortable or distressing.



M = Meaning

People find new and valuable ideas when they believe their work is important. A strong sense of purpose fuels courage and creative thinking.



C = Connection

Creativity expands exponentially when we are connected to self and others. Self-connection unleashes authenticity and diversity sparks new ideas.

The Creative Energy Equation (cont'd)



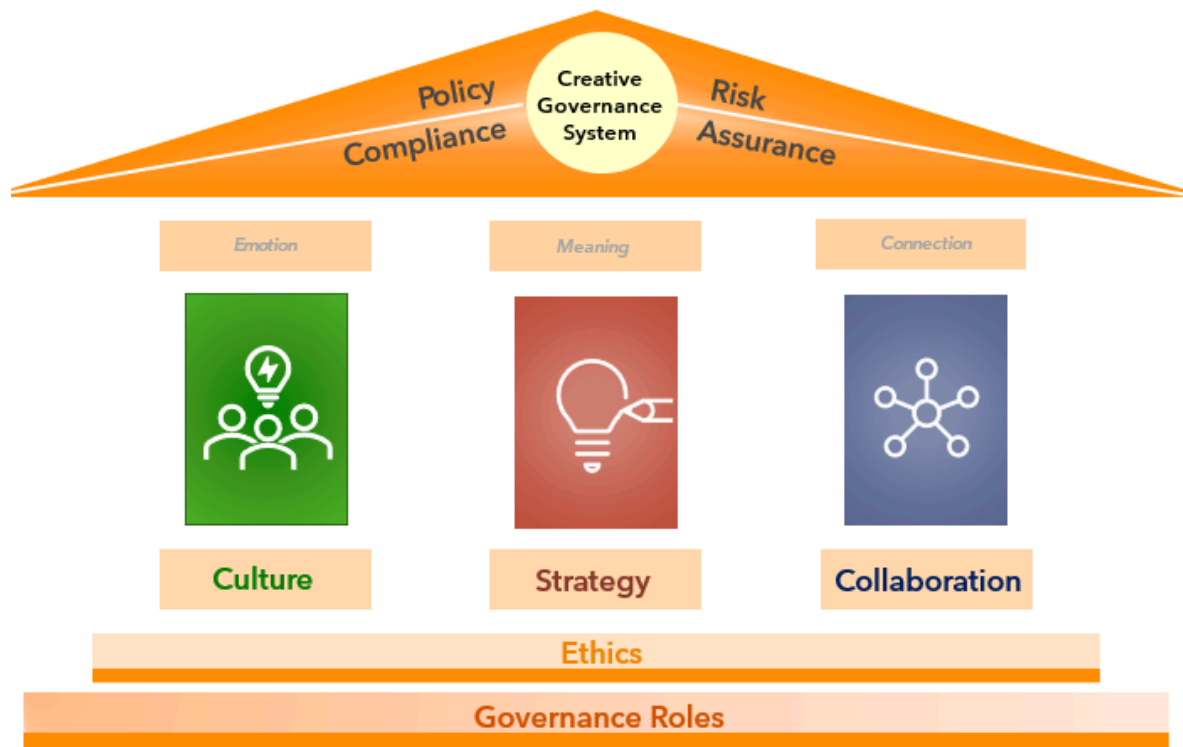
The following table shows those elements that impact upon each element of the **Creative Energy Equation**. Each of these components are considered during the **Creative Health Checks**.

Emotion	Meaning	Connection
<i>Confidence in the task at hand + Courage to overcome challenges.</i>	<i>Believing our work is important creates intrinsic motivation.</i>	<i>Authenticity and collaboration multiplies creativity.</i>
Physical environment	Personal purpose, values and goals	Connection to a creative identity
Physical condition	Alignment with org. purpose, values and goals	Personal awareness, insight and acceptance
Skills and resources	Leadership commitment (action not just words)	Creative networks
Time for ideation, reflection and review	Provision of resources	Sharing opportunities
Supportive feedback	Support for progress	Supportive feedback
Psychological safety	Supporting intrinsic rewards	Psychological safety
Tolerance for risk and failure	Recognition for creativity	Diversity policies and practices.

The Creative Governance System



Leaders of an organisation have a unique set of pressures, being called to balance both creative freedom and corporate responsibility. The **Creative Governance System** has been developed to assist boards and management teams to do this successfully by building strategies, structures and processes that support positive emotional states, meaning and connection, while also ensuring stakeholder confidence.



Culture

(incl. values, and psychological safety) is the lever for fostering positive emotional states.

Strategy

(incl. mission, resources measures) is the method for instilling meaning.

Collaboration

(incl. networking and stakeholder engagement) enacts connections.

The Creative Governance System (cont'd)



The following table provides a brief description of each element of the **Creative Governance System**. These components are considered during the **Creative Governance Health Checks**.

Governance Roles	Clear roles, responsibilities and reporting protocols for the Board, CEO, Chairman, Secretary and any established governance committees.
Ethics	Established ethical frameworks and maturity in decision-making practices.
Culture	How the organisational values and leadership behaviours contribute to or impede psychological safety and positive emotional states.
Strategy	The purpose, vision and goals of the organisation and how these are communicated, committed to, resourced, measured and rewarded.
Collaboration	Relationships with stakeholders to secure support, networking to identify connection opportunities.
Policy	Clear statements of commitments and expected behaviours that support cultural aims.
Compliance	Systems to ensure operations are conducted within both the letter and the spirit of the law.
Risk	Systems to identify, mitigate and manage threats to achieving organisational purpose and goals.
Assurance	The information flows providing a level of confidence that objectives will be achieved within an acceptable level of risk.

The Services

I offer services for both individuals and organisations, aimed at providing insight, inspiration and enabling the creative energy to flow.

Service Offering	Description	Pricing (AUD)*
Creative Health Checks	<ul style="list-style-type: none"> • Uses the Creative Energy Equation (C=EMC²) to identify where creative potential may be impeded. • Includes development and presentation of a growth pathway. • Offered for both individuals and organisations. • Preliminary and deep-dive versions are available. 	Individual: <ul style="list-style-type: none"> • Preliminary (1/2 day) \$700 • Deep-Dive (1 day) \$1,100 Organisation: <ul style="list-style-type: none"> • Preliminary \$4,500 • Deep-Dive: Custom pricing
Creative Governance Health Checks	<ul style="list-style-type: none"> • Uses the Creative Governance System to assess how well organisational culture, strategy, collaboration and oversight systems support creativity. • Includes development and presentation of a growth pathway. • Offered for all types of organisations. • Preliminary and deep-dive versions are available. 	<ul style="list-style-type: none"> • Preliminary \$4,500 • Deep-Dive: Custom pricing
Workshops & Training	Uses the Creative Energy Equation (C=EMC ²) to help teams understand the essential components of creativity and how they can strengthen and sustain them.	<ul style="list-style-type: none"> • Half-Day \$2,500 • Full-Day \$4,500
Consultancy	Custom consulting packages for creativity or governance guidance. These can be single ad-hoc arrangements or ongoing project partnerships.	<ul style="list-style-type: none"> • Ad hoc \$500 per hour • Bespoke Packages: Custom pricing
Conferences & Speaking	Providing expert insights, facilitation, and creative engagement for educational conferences, arts events, and industry gatherings.	<ul style="list-style-type: none"> • Conference Attendance & Assistance– \$3,400 per day • Keynote Speaking – Starting at \$2,500 AUD
Retainer Services	For organisations that require ongoing creative consulting and advisory support. It includes priority access and monthly strategy reviews.	<ul style="list-style-type: none"> • 10 hours per month. \$4,500 • 20 hours per month. \$9,000 • Custom Packages Available

* Discounted rates are available for not-for-profit organisations, schools and creative agencies. This is organised on a case-by-case basis and subject to ability to ensure service quality.

Testimonials

Here are some testimonials that highlight the great outcomes that I have been able to achieve for my clients.



ROB TAYLOR

Belinda is a consummate professional, and is able to jump straight into projects and make a considerable impact from the get-go. To be honest, I cannot recommend Belinda more highly and could ramble on for ages as to her incredible skill, experience and lovely nature. She is a delight to work with and I doubt you could ever find anyone better.

ELIZABETH ROBINSON

Belinda looks at problems strategically and finds a "big picture" solution where needed, while being able to balance the details that will see effective delivery. It is with confidence and great pleasure that I would recommend Belinda.



MARIE PERRIER

Hi Belinda! Thanks so much! What a joy to collaborate with you on this. I really appreciate your rapid turnaround, how attentive you are and most importantly, how you treat this project with care and confidentiality!

NADINE BURZLER

Belinda was an absolute dream to work with! She went above and beyond to deliver fantastic work and we are so lucky to have found her! What we received was a phenomenal piece of work that far exceeded our expectations.





Contact

I would love to hear from you! Reach out for creative consultancy, workshops, or any inquiries about unlocking your creative energy.



+61 431 914 734



belinda@btcreative.agency



www.btccreative.agency