

Episode #6: Incorporating Human Design Into Your Business Strategy

Full Episode Transcript

Six-Figure Simplify

with Blu Cameron



Hosted by Blu Cameron

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Human Design is a fantastic and underutilized tool to grow your business - let's talk about how you can begin incorporating it.

Hi, hello, welcome. My name is Blu. I am a simplicity strategist and I'm here to help you simplify your business to make your next 100k.

Today we are going to be talking all about Human Design and how to incorporate it into your business strategy.

So this is absolutely no exaggeration. It sounds mad corny, but it is so true. Human Design completely changed my life.

This is my third business in the online space and the second business, I was a business coach and I was pretty successful until I burnt out. During my business burnout recovery, I had to reevaluate a lot of different things in my life.

And what I noticed as a particular turning point was that when I didn't have the resources to invest in further coaching, I didn't have the resources to get the support that I really wanted to have - I thought about what I *did* have access to, which was my Human Design chart.

Learning about the system, discovering it and utilizing the information that it provided really helped me to turn my life and my business around and it's something that I incorporate now inside of [Six Figure Simplify](#), my one-on-one program.

So I wanted to share exactly how it's helped my life, why it is so instrumental in helping six-figure solopreneurs to simplify and to create success in their business, as well as how you can begin to incorporate Human Design into your own strategy. So let's just, let's get into it.

So how exactly did Human Design change my life? So I've always been a introverted, low-energy kind of person and I didn't really have the language to necessarily know why. For a very long time, I thought that there was something wrong with my nature. I thought that there was something wrong with the way that I was naturally designed to thrive. The fact that I needed lots of alone time to recharge, that I didn't aspire to have this huge conglomerate corporation of a business, like all these different things, right?

It was such an opposite to what the collective was experiencing around me. And again, I just really didn't understand or know why or have the validation that my way of doing things was okay.

So I discovered Human Design about 2 years ago, I want to say around 2021, and I really haven't looked back since.

I've been studying astrology just like very casually for most of my life. And what I always found was that, while astrology to me was always connected to the highest possibilities of what one

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could accomplish, it was very hard for me to connect those possibilities with a tangible action plan.

So even in looking at my astrology chart, yes. I could point to what my chart was telling me that I very much could do. But it was very hard for me to translate that into an actionable plan of like *what* to do.

So it was at that point that I found Human Design, which is a combination of multiple different modalities. And to me, it really filled in that gap of how to translate what a chart is saying into tangible action. Because to me, Human Design is this roadmap of action. It shows how your body and your energy is naturally able to best thrive and exist and be used in the world and especially in business.

So I completely fell in love with this system and I began to utilize it in my own business. And now it is one of my primary tools inside of my strategy work, because I love how detailed and specific it is, and also how it amplifies our individual energy. So instead of everyone following this like very cookie-cutter framework, Human Design allows for space for individuality and centralizes how we are individually designed to best thrive and exist, which I absolutely love.

And so I feel really passionate about this and that six-figure solopreneurs not only lead with their unique brilliance, their zone of genius, but they also lead with their Human Design. The reason for this is that we are not all created equal.

So learning how to work with our energy makes solopreneurship so much easier and our version of success becomes a lot more attainable to achieve. The thing about solopreneurship is that it only works when you focus on what works for you over trying to do it all. I talked about this in [episode 2: An Introduction to Business Minimalism](#), so definitely check that out. And that's why business minimalism in general is such a chef's kiss pairing for solopreneurs and solopreneurship.

But leading with your Human Design teaches you how to utilize your strengths and to work with your nature rather than against it. So rather than trying to force yourself into what everybody else is doing, how can you create a business that is supported by your unique brilliance, by your nature, by your individual energy levels? That's how you create a business that is here to last.

So how exactly do you begin incorporating Human Design into your business strategy?

So this is a very introductory overview of what I think are the foundational pieces of Human Design. You can definitely go deeper, but I just recommend that if you're looking to incorporate Human Design into your business or even just begin to get introduced to the system, just focus on these four things.

So the very first thing is learning about your type. So in Human Design, there are 5 different types that you can be: Reflector, Manifestor, Projector, Generator, and Manifesting

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Generator. I often hear people refer to Human Design as a personality test. It is not. So it's not like you can pick and choose which type you are. Your type is your type and it is generated by the positions of the planet in the time of birth, at the moment of your birth. So if you are a Manifestor, you'll always be a Manifestor. It's not going to change.

Learning your type really helps to introduce you to your energy levels, how you are meant to interact with the world and the world interacts with you and your energy. For me, this was incredibly life-changing because I found out that I was a Reflector. I remember the very first time I generated my Human Design chart. I thought that mine was broken.

If you've ever generated a Human Design chart, you know that there are different centers. There are nine different centers inside of the chart, the bodygraph.

For every other type, there will be at least one center that is colored in or what we refer to as being defined. Reflectors have no defined centers. All the charts are going to be either white or gray. I thought my site was broken after I inputted my information because it came up all white. I remember going to Google and opening up like two or three other charts and being like, um, why are all my charts coming out white? Why are they all broken? Ridiculous, I know.

But yeah, as I dug further into it, learning about my type helped me to put a language to something that I had experienced my whole life. Knowing that I'm a Reflector, I don't have to try to be any other type. I have permission to just be me, to lean into my Reflector brilliance.

So learning about your type and beginning to be introduced to your unique brilliance, your specific energy, it can be very life-changing as a solopreneur because it begins to break away the pressure to do business like everybody else. Okay, so the second type of chart that I created for my Human Design profile is your profile.

Along with the type, there are many numbers that are in your Human Design body graph, but the profile consists of the two sides of your bodygraph: the conscious and the unconscious personality numbers.

The conscious side can be described as the side of your body graph that you are most aware of is the energy that is like easiest for you to tap into, and the unconscious side are the parts of you that you are not as foremost like aware of, but other people are more tuned into you than you are. The profile is going to be two numbers that are separated by forward slash, and they're only a few different combinations.

So again, this isn't like a mix-and-match type situation. My profile, I am a 2/4. I'm just giving y'all all my information today, but I'm a 2/4 profile.

So the 2 is my conscious number, and the 4 is my unconscious number, and again this is really interesting. The 2/4 are sister numbers - They're at opposites with each other, and they explain and point to two versions of similar energies.

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So the 2 line, the hermit line, is all about being conscious of being gifted, like the hermit is when we think of like hermits in like archetypes and ideology, right? They're often super wise individuals, often depicted as like a wizard, like a very old dude with like a beard, sometimes like had a robe in the tarot, you know, there's that lantern.

There's a lot going on with the hermit, but it's a solitary figure of gifted intelligence of someone that has a immense amount of wisdom. But in Human Design, the 2 line represents someone who has all these things but may not necessarily be aware of them. They're not, they're aware that they're talented, but they don't necessarily possess the awareness to draw out their own gifts by themselves, so they need others to call out those gifts for them, which I feel like has very much been my experience.

And they also need to oscillate in between times of socializing and being by themselves, because it is that internal time, it is that introversion that allows us a space to explore our gifts, to really just be in the cocoon of our unique brilliance before we're ready to emerge into the world and like share what it is that we've been learning.

So with the 4 line, the 4 line is the networker. This is the individual that is about making connections and thriving in community. It is, I often think of it through the archetype of like the matchmaker, somebody who's really good at being like, "*oh hey, do you know so and so? Let me introduce you,*" like "*You two make really good friends or whatever,*" and can naturally spot these like spaces of symbiosis between different groups or individuals.

Again, I say that these are sister numbers because while the 2 really thrives in introversion, the 4 really thrives in intentional community and creating environments where those gifts can naturally shine through.

So having both of these in my profile, I really began to think about, okay, when I'm choosing my marketing channel, crafting my Signature Offer, I can lean into the energies of both of my profile numbers to create environments and create foundations where I can naturally thrive and my unique brilliance can really shine.

Okay, so the last two things that I think are important to incorporate Human Design into your business strategy, it's like a two-for-one because they come together and they are your strategy and authority. So going back to the Human Design Types, each Type has an Authority. So the Authority is how we are best designed to make decisions and there are various different types of Authority.

Your strategy, however, is the process that you go through to make decisions. For example, as a Reflector, my authority is the lunar cycle. My authority in making decisions is following the phases of the moon and my strategy corresponds to that because the reflector strategy is about waiting following a 28-day process.

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So when it comes to making big decisions, stuff like: *what do I want my business to look like? Or where do I want to live or what do I want my life to look like?* I need ample time to make that decision. That often requires a decision-making process that is lengthy and that has lots of space for me to try on different ideas, see how they fit, talk it through, and just like not rush my decision-making process.

I should say as well, Reflectors have the longest decision-making process out of all the types, so all the other Types will have much shorter decision-making processes and it'll change depending on what your individual strategy and authority is going to be. So learning all of this, right, learning what my Human Design type, my profile, my strategy and authority is, you can see how this began to connect the dots for me and made things a whole lot easier for me as a six-figure solopreneur.

Because now when it comes to making decisions in my business, I know that I need a whole lot of space to make them and I don't pressure myself to rush into that or I know that if a decision, if an opportunity comes to me and I'm feeling pressured to make that decision very quickly, I know that's probably not a decision or an opportunity that is right for me because it's not taking into account my unique energy and how I'm just designed to thrive.

Likewise, I create ample space for me to make decisions in my business so that I don't create this pressure myself in that I'm designing a business that works with my nature rather than against it and every single Human Design type is perfect.

There's no better or worse, right or wrong Type. But when you learn how to work with your energy, that's how you're able to utilize Human Design in the best possible way to really step into your six-figure solopreneur identity.

So inside Six Figure Simplify, we actually incorporate Human Design into your business strategy by centralizing it as part of the process in our three months together. So as we work through together, we often reference different parts of your Human Design chart, including your type, your profile, and your strategy and authority to help you to really hone in on the decisions that are required for you to step into the six-figure solopreneur identity.

There are so many incredible resources as well for Human Design. I'm going to leave links to a few of my favorite resources, a few of my favorite folks that are doing Human Design work that are Human Design readers if you want to learn more in-depth about your type.

So all of that as well as information about [Six Figure Simplify](#) is going to be available in the [show notes](#) so make sure that you head down there to find all the resources for this episode.

All right, that is everything I have for you in today's episode. I'll see you in the next one. Bye!