



# Executive Book Summaries<sup>®</sup>

## Human Design for Business

Discover Your Unique Blueprint to Build a Business and Life You Love

by **Jamie L. Palmer**



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### THE SUMMARY IN BRIEF

We all want to unlock the hidden potential lying dormant in the depths of ourselves. But traditional business books or self-help literature do little to put us on that journey. Finding your unique gifts starts with taking a journey into your own self.

The book *Human Design for Business: Discover Your Unique Blueprint to Build a Business and Life You Love* unravels a clear path toward understanding your personality, energy and body management, and decision-making skills. The pages within show you how to best process information, tap into your unique strengths, and build a fulfilling personalized business ecosystem.

Author Jamie L. Palmer introduces readers to nine different modalities packed in a single system to help you catapult your business and life forward by understanding yourself, your clients, and how you're uniquely designed to succeed in life and business.

### IN THIS SUMMARY, YOU WILL LEARN:

- How to find your unique personality, profile, authority, and center.
- How to align your personality with your business and your life.
- How to implement your findings in business.
- How to cultivate an aligned and fulfilling business ecosystem.

## Introduction

I wrote this book because I believe that if each one of us could be more of who we are, the world would be a better place. I've supported entrepreneurs and small business owners my entire career. I believe my role is to be a steward of how to create a life and business on your own terms, in congruence with who you are meant to be. When you can do this with more ease and flow, you attract more abundance, make a bigger impact, and fall in love with your life and business again.

## Part 1: Human Design

### Chapter 1: The Hierarchy of the Human Design Chart

The Human Design Chart, created by Ra Uru Hu in 1992, is a great source of understanding for each of us. The chart, in visual form, shows different layers and processes which they are built upon. In Human Design, we always anchor back into your strategy and authority. The layers of Human Design include:

- Type. How you are designed to interact with others in the world.
- Profile. The baseline of your personality and how you experience the world.
- Authority. Your unique decision-making process.
- Definition. How the energy flows within your chart and the unique voices you have.
- Centers. The wisdom and depth available within your chart.
- Gates and channels. The unique types of energy that make you who you are and give life to your design.
- Incarnation cross. The purpose and work you are here to do in your journey.
- Not-Self. The conditioning we carry that is put on us by society, culture, people, etc.
- Variable. Your cognitive function and your life experience.
- Connection. The way your design impacts another in a one-on-one setting.
- Penta of Wa. The way you are designed to operate in a team or family setting, and the strengths, weaknesses, and challenges you may face in these settings.

### Chapter 2: The Projector Experience

If you are a Projector, you are a magnetic, insightful guide for those who invite you into their world. Your recognition comes when you explore your passion and wait for the invitation before offering up your wisdom. Your brilliance is a gift to this world; Save it for those who are eager to hear it. Rest easy knowing you are magnetic. Step into your power. Believe it. The not-self theme of the Projector is bitterness and resentment. The Projector can find themselves in this place when they haven't waited for the invitation, or they've accepted the wrong invitation. When it comes to business, a Projector must:

- Ask open-ended questions to gain clarity.
- Think of social media as a way for you to be invited and recognized.
- Choose a business model that allows you to go deep with people over a period of time.
- Build a team that believes in your mission and values your wisdom.
- Find support with a Generator or Manifesting Generator.

### Chapter 3: The Manifestor Experience

If you are a Manifestor, you are a powerful being with a massive capacity to make an impact in the world. Lean into your power with ease. Embrace your free spirit. Own your independence. Fearlessly use your voice. Inform your impact sphere. You are a catalyst for change in this world. Claim it. The not-self themes of the Manifestor include often experiencing lots of anger because of failing to inform the key parties in their lives of their actions. They often feel alone, like no one gets them or even likes them. Here's what being a Manifestor means from the business point of view:

- You might find yourself the lone wolf and that's okay.
- You will be best suited to a business where you have a clear and definitive start and stop.
- You have a lot of starting energy. Partner with someone who can help you finish when you inevitably run out of energy.
- You can practice your informing through your marketing and social media by sharing what is going on in your business behind the scenes.
- Your energy can be overwhelming to others. It's important to pair up with a Projector who can help guide you on your journey.

Frustration is often a sign of the need to dig deeper and do more exploration.

#### Chapter 4: The Generator Experience

If you are a Generator, you are here with a purpose. You are fueled and refueled by work that fulfills you. Your inner GPS will guide you on your journey. Trust it. Embrace dancing with life. Become a master of the work you love. Connect with others to fuel your mission. When Generators are in their not-self, they will often be frustrated. This happens when they don't follow their sacral response or initiate something without first responding. As a Generator, you are here to respond to the world, not initiate. Your gut response of "uh-huh" can help guide you through life. Trust this response. Here's what that means for your business:

- Responding is a way of life for you. Find someone you trust who can ask you yes or no questions so that you can tap into your sacral response and get clear on your path.
- Frustration is often a sign of the need to dig deeper and do more exploration.
- Social media is your secret weapon as you can find things to respond to.
- Most business models will work well for you if you're passionate about work.
- Surround yourself with people who believe in the work you do, and build a team around you responding.

#### Chapter 5: The Manifesting Generator Experience

If you are a Manifesting Generator, you are here to create a movement and share your superpowers with the world. You have an innate gift to empower those within your realm. Do the big work that ignites your fire. Oscillate between people and solitude. Embrace your juggling. You are multi-passionate, a multitasker, and independent. Trust it.

When MGs are in their not-self, they will often experience anger and frustration. The not-self happens when energy doesn't follow their sacral response, or they initiate without informing. Here's what that means for your business:

- You are meant to be multitasking.

- As you grow your business, there is a pull to do lots of different things – stay focused on one model.
- Workshops and master classes are a great way for you to channel your multitasking energy.
- Social media is a great tool you can use to test out your new ideas.
- Putting up a waitlist, gauging interest, and then creating the "thing" is a great strategy for you!

#### Chapter 6: The Reflector Experience

If you are a Reflector, you are a powerful being with a massive capacity to make an impact in the world. Lean into your power with ease. Embrace your free spirit. Own your independence. Fearlessly use your voice. You are a catalyst for change in this world. Claim it. When Reflectors are in the not-self, they will experience disappointment. This sense of disappointment comes from their interaction with other people. Since they take in the energy of those around them and amplify it, they feel both the highs and lows of the human experience. For business, this means:

- Find a business BFF who will sit and listen to you so that you can find clarity.
- Being consistent can be a challenge for you, so having a support team and system will help you thrive.
- Think of your social media as a way to create your own community.
- Audio is a great way for you to express yourself in the world since it brings you clarity.
- Building a business that has built-in downtime regularly is essential for your success.

#### Chapter 7: Profiles in the Wild

The profiles in Human Design are leveraged so that we can better understand how we are designed to interact with the world. Our profiles are made up of two separate parts:

- The design side, also known as the subconscious side or the body side.
- The personality side, also known as the conscious side or the mind side.

There are 12 different profiles in Human Design, which consist of six different combinations of the six lines. The combination of the lines that make up our profile color who we are. With each profile, there are two different numbers. For example, 3/5. The first number, 3, is in our conscious personality, while the second number, 5, is derived subconsciously. Below are the six lines in the Human Design system:

### Line 1: Investigator or Researcher

- Identifies with traits of Introspection, Chameleon, and Empathy.
- Like to discover how life works.
- Like to get to the bottom of things.
- Must have a secure foundation for success (key to being able to relax).
- Tend to be deeply empathetic.
- Tend to be introspective in their learning.
- Seek out masters or experts or they become one.
- Struggle with change.
- Run a hyper-niched business.

### Line 2: Hermit or Introvert

- Are like a seed waiting to awaken, grow, and produce its own unique fruit.
- Are noted for their natural talents and genius.
- Love their alone time.
- Rely on others to call them out to better understand their gifts and geniuses.
- Do not like to have to explain how or why they do what they do (often they cannot explain either).

### Line 3: Martyr or Experimenter

- Trial and Error, Mutation, Adaption.
- Can easily discover what does not work.
- Find ways to enjoy the experimental process of trial and error.
- Have a natural resilience and adaptability.
- Are quick to say, “This is not true” and stand up for it.
- Have an inherent need for space and freedom in all that they do, especially in relationships.
- Are natural and resilient leaders, especially after the age of forty.

### Line 4: Opportunist or Mayor

- Externalization, Friendliness.
- Concerned with the foundation of human relationships.
- Are deeply influential.
- Have a gift for networking and are incredibly friendly.
- Have a quality of life that is in direct proportion to their network.
- Require times of retreat to nurture themselves.
- Must get a return on investment from their energy investment.
- Can feel great angst when faced with the unknown.

### Line 5: Heretic or Disruptor

- Step in when all the standard solutions fail.
- Get others to see the potential power that is there.
- Are sometimes private due to the projections they face.
- Take time to establish trust and safety in relationships.
- Must become truly self-aware of who they are to avoid the projections of others.
- Can be seen as someone who saves the day (projections).

### Line 6: Role Model or Mentor

- Administrator, Optimist, Peacemaker, Mentor.
- Are much like an eagle or hawk soaring above perspective.
- Live their unique purpose, and in doing so, inspire others to do the same.
- Live by example.
- Are deeply trusting beings and model to us how to live our own unique life.

## Chapter 8: The Authorities

In the Human Design world, you will often hear the advice “Follow your strategy and authority.” Strategy is how you are designed to interact with the world, and authority is your decision-making process. When you follow your strategy, which is tied to your type and then your authority, you will be met with much less resistance in life and more flow and joy. Here’s the hierarchy of authority:

### Emotional Authority

Emotional authority originates in the solar plexus, and

Emotional authority is very nuanced, and all types with this authority need to get to an emotional neutral before concluding.

when it is defined, it has precedence over all other authorities within the Human Design blueprint. The solar plexus has four distinct emotional waves:

- The Source of all Waves helps break down barriers and bond us together in pursuit of creating new life.
- The Tribal Wave, “Need.”
- The Individual Wave, “Passion.”
- The Collective Wave, “Desire.”

Emotional authority is very nuanced, and all types with this authority need to get to an emotional neutral before concluding.

#### Sacral Authority

With sacral authority, the person will have a defined sacral. The sacral provides answers in the here and now. This authority is the feeling of being lit up from the inside, especially when something is a yes.

#### Splenic Authority

This authority derives from the spleen, which is the oldest of the centers and carries the primal wisdom of survival. This center is intuitive and is concerned with the survival of the species.

#### Heart Authority

There are two different types of heart authority. The first is the Heart Center Manifestor Authority. It is a direct connection between the heart center and the throat with no other centers defined. The second is the Heart Center Projected Authority. It is a direct connection between the heart and the identity center.

#### Self-Projected Authority

Someone with this authority will have a great deal of openness in their chart, and letting go of conditioning and the not-self of all the open centers will be important for this type of authority.

#### Environmental Authority (Ego)

This authority only occurs when the Ajna is connected to the throat, when the head is connected to the Ajna, or when the head, Ajna, and throat are connected. No other defined centers will be present for this authority. This authority is guided by the environment they are in.

#### Lunar Authority (Reflectors)

With lunar authority, there are no defined centers. The only type with lunar authority is a Reflector. Their strategy and authority is to wait twenty-eight days. It is during this time when the moon goes through the sixty-four gates of the transits that Reflectors with lunar authority get clarity.

### Chapter 9: Definition Overview

The definition is your defined energy in the chart. These include:

- **No Definition:** There are no channels or centers defined within the chart. This will only happen in a Reflector.
- **Single:** There is a single area of definition where all the channels and defined centers are connected within the chart. People with a single definition are self-contained.
- **Split:** There are two separate areas of definition, channels, and centers within the chart that can be connected with a single gate. These people will often experience the not-self of the bridge gate that they do not have in their chart.
- **Wide Split:** There are two separate areas of definition, channels, and defined centers that cannot be connected by a single gate.
- **Triple Split.** There are three distinct areas of definition within the chart that are not connected to one another. These people will have several bridges to connect the flow of energy in their chart.
- **Quad Split.** These are four different areas of definitions within the chart that are not connected to one another. People with a quad split will have eight or nine of the centers defined within their charts.

### Chapter 10: The Centers

In Human Design, there are nine centers within the chart. Each center has a meaning, definition, personality, and flow. It is through this definition of openness that the lens through which we see the world is brought to life. These nine centers are:

#### Head Center

The head is the source of the pressure “to know.” It is here to provide us with wisdom and be a source of guidance for others. The strengths of a defined head include being clear on what you believe, having consistent access to your thinking, having a well of knowledge and ideas, and having a fixed process for discerning questions and answers. The strengths of an Undefined Head include being flexible and fluid in your thinking, absorbing people and information on a deep level, having the possibility of a still mind, and possessing deep wisdom.

#### Ajna Center

The Ajna Center is a source of awareness, consciousness, conceptualization, thoughts, insights, and opinions. A defined Ajna offers strengths such as having a stable mind, inspiring others, being certain, and relying on your mind to hold and process information. The strengths of an undefined Ajna include being wise and discerning about which information is worth processing, processing information in multiple ways, being flexible in the ways you look at life, having a photographic memory, and being a brilliant thinker.

#### Throat Center

The Throat Center harnesses the power of manifestation, intuition, instincts, fears, body, and awareness. The strengths of a defined throat include having consistent access to your voice, having high confidence in expressing yourself, and honoring your type, strategy, and authority to better empower your voice. The strengths of an undefined throat include having endless possibilities in your voice, being the spokesperson for a group since you amplify the energy, the ability to be a magnet for others, and letting your voice flow freely and show up in a variety of different ways.

#### Identity Center

The identity center harnesses the power of self, purpose, direction, and love. The strengths of a defined identity center include having a solid sense of yourself, having a grounding in your being, and having a steady stream of direction. The strengths of an undefined identity center

include being fluid in your being, having an openness and flexibility to who you are, being wise about your direction and love, having a richness to your life, and the ability to serve as an incredible guide to others.

#### Heart Center

The heart center harnesses the power of ego, motivation, willpower, commitment, self-worth, and the material world. The strengths of a defined heart include being able to follow through once you’ve decided to do something, valuing yourself and your contribution, being competent, and inspiring others. The strength of an undefined heart includes being able to discern what is valuable to you, and not having to do anything to prove your worth.

#### Solar Plexus Center

The solar plexus harnesses the power of the spirit, emotional awareness, passion, desire, and creativity. The strengths of a defined solar plexus include having consistent access to your feelings and developing clarity over time. The strength of an undefined solar plexus includes having the gift of being on an even keel and unemotional, empathetic, and deeply feeling what others experience.

#### Splenic Center

This center harnesses the power of intuition, instincts, fear, body awareness, and immune system time. The strengths of a defined spleen include being able to consistently tap into your intuition, the ability to use five senses, and having a strong immune system. The strengths of an undefined spleen include discerning which fears and anxieties are yours, offering deep wisdom for others, and being incredibly intuitive.

#### Sacral Center

The sacral center harnesses the power of vital energy, fertility, availability, and responsibility. The strengths of a defined sacral include having consistent access to energy, sustaining your work once you start, and being able to reset energy to zero every day. The strengths of an undefined sacral include being able to pause and live with ease, relax, and have the ability to magnetize people to you when in your strategy and authority.

#### Root Center

The root center revolves around life, fuel, adrenaline, drive, stress, and worry. The strengths of a defined route include having consistent access to your drive, an innate ability

to be in action, and being able to handle pressure. The strengths of an undefined root include being able to discern about what activities you do to take action on and being very productive at times.

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## Part 2: Human Design for Business

### Chapter 11: Marketing and Sales

To build a business, you have to market and sell yourself to get clients. But to do that you have to discern how you are going to create that content in the first place. This brings me to the throat center, where all of the energy wants to come out of our bodies and into the world. The throat can express or act from six different centers: the heart, the Ajna, the solar plexus, the spleen, the sacral, and the identity. Selling can be easy when we make buying simple for prospective clients. You don't want to make people jump through a lot of different hoops to do so. Even if you can't make all your products and services available for purchase online, I recommend making some of them available online for ease of purchase and getting into your business ecosystem.

### Chapter 12: Sales & Marketing for Different Types

Concerning the sales process, the Projector needs to wait for the recognition or sale before pitching someone. It would be better for a Projector to avoid sending out cold, unsolicited messages or pitching someone a program. Instead, they must for the other person to ask: "How can I work with you?" Projectors must also be mindful of not saying yes to every invitation that comes along if it doesn't feel like a yes for them. The Generators must always be responding. Responding in the marketing world could mean asking communities, "What kind of content do you want from me?" When you're working with someone new you may feel yourself light up from the inside. If this doesn't happen, they might not be the correct person for you.

Manifestors are here to initiate and inform, and that is exactly what you can do on social media. Traditional marketing wisdom of showing up consistently is not going to work for you. You will need to show up when you have the energy to support those initiations. Manifesting Generators can effortlessly market their business by embodying their uniqueness, focusing on their own garden, and showing up with ease.

For reflectors, their environment determines their success. Since reflectors are non-energy beings, they won't want to be juggling multiple marketing efforts or platforms. They

will want to focus and cultivate on one platform and build a community that feels really good to them and that's a mirror of the world they are creating.

### Chapter 13: Sales & Marketing for Different Profiles

For the first lines, it is important to establish a solid foundation for you to feel confident in your marketing and sales. This means you'll need to give yourself a set period where you allow yourself to research how you will market yourself, and then you will need to move into action.

Marketing and sales can be a challenge for the second line. You enjoy your alone time and do not enjoy coming out of your bubble and into the world. Due to the nature of the second lines, they typically do well with audio or written since they don't always want their faces attached to everything.

As a third line, experimenting with your marketing and sales is key. Innovate, create, play, and have fun. Try new things. Dive in and know you will figure it out along the way, and if not you will at least learn something new. Marketing for you is a playground with which you can experiment to see what works for you and your audience.

The fourth line's success is directly correlated to the quality of their network. This doesn't necessarily mean you need to know people in person in a traditional networking way, it simply means that building a community and a network of people is going to help you grow your business with more ease.

As a fifth line, you live and breathe in the projection field, meaning people have expectations of you that you aren't willing to fulfill. It is incredibly important to be clear and consistent in your messaging. It is even more important to be direct in your sales conversations about what you're willing to do.

As a sixth line, simply putting yourself in sales and marketing will bring the right people into your world while honoring your strategy and authority. While you may want to actively market yourself, many sixth lines find that podcasting or creating videos is a great way to connect with their audience.

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## Conclusion: Wrapping Up the HD Your Biz Book

I hope that at this point in the journey, you have a better understanding of your Human Design and how to lever-

age that in your life and business. The journey to living in congruence with your Human Design takes time and grace. You must learn to dance with your design, tend to the aspects where you have gotten off track, and reckon with your head trash and limiting beliefs that may hold you back from expansion and growth.

Embrace your quirks and authenticity. The world needs you to own who you are. Express your unique voice and perspective. Never settle and be willing to challenge the status quo and the way it is always been done. It's time to have success in your business and your life on your own terms.



**Jamie L. Palmer** is a human design expert, coach, and educator on a mission to liberate entrepreneurs from the false beliefs and obstacles holding them back in life and business. Jamie cultivated a diverse body of knowledge and expertise throughout her own journey as a business owner, then synthesized her hard-won wisdom into a revolutionary system known as Ecocentric Human Design®, a training hub for entrepreneurs to foster regenerative business ecosystems that help humanity thrive.

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