

About Heather Whitaker PAGE

Headline

I'm Heather Whitaker — a clarity coach who spots patterns, sees what's unsaid, and helps you connect the dots.

Subtitle

I created the Self Inventory Lab to help you clear the noise, uncover what's in your way, and move forward with a roadmap that's built for *you*.

Updated Credentials List

- ✓ Certified Human Design Reader
- ✓ Internal Family System & Parts Work -Informed Coach
- ✓ Certified Coach in Zero to Dangerous and Becoming You
- ✓ Former To Be Magnetic Manifestation Coach
- ✓ Over 500+ clients guided since 2020

Section Title:

From Safety Nets to Self-Leadership

For most of my life, I was a risk assessor. Plan B was my security blanket. Hypervigilance kept me three steps ahead — and completely disconnected from ease, presence, or possibility.

I built a successful corporate career, wore responsibility like a badge of honor, and rarely paused long enough to ask what *I* actually wanted. Dreaming felt risky. Rest felt irresponsible. Wanting more? That felt indulgent.

Everything shifted in 2017 after a life-altering event cracked me open. I finally asked the questions I had avoided for years:

Whose story am I living? Why do I feel stuck? What do I want — and why don't I have it?

I began doing the deep work — exploring subconscious blocks, working with my inner parts, and reconnecting to my own internal authority. I became a manifestation coach with **To Be**

Magnetic, guiding hundreds of people to clear their blocks and create aligned lives. But I knew something deeper was coming through.

That's when I created the **Self Inventory Lab** and developed the **Insight Mapping System** — a personalized framework that blends **Human Design**, **IFS**, and **mindset coaching** to help clients shift from stuck to self-led.

"Dreaming felt risky. Rest felt irresponsible. Self-inventory changed everything."

Now, I help others do the same: clarify what's really in the way, reframe their beliefs with compassion, and build momentum — one micro action at a time.

“CERTIFICATIONS & EXPERIENCE” SECTION

Section Title:

Training, Tools & Transformation

Grid: Keep the card design, but update the content to match your voice + depth

Icon	Title	Details
	Human Design Reader	Certified by Jenna Zoe's Human Design, trained in decoding energy types, authorities, and profiles
	Parts Work Practitioner	Informed by Internal Family Systems (IFS), guiding clients to unblend from reactive patterns and become self led
	Mindset + Performance	Certified in Flow Collective + Zero to Dangerous (by Steven Kotler) for executive coaching and peak clarity
	Manifestation Coach	Former coach with To Be Magnetic, trained in neuromanifestation and reprogramming limiting beliefs
	Clarity & Reframe Coach	Creator of the Insight Mapping System — used by 100's of clients across career, motherhood, and life transitions
	Life Navigation Strategist	Certified in Suzy Welch's <i>Becoming You</i> method, with a specialty in transitional clarity and values-based action

Section Title:

What I Believe

I believe the fastest way to get unstuck is to understand *who's in the driver's seat* — and whether that part of you is actually equipped to take you where you want to go.

We all have internal parts that react to discomfort: some try to control the outcome, others avoid it altogether. These protector parts aren't wrong — they're trying to keep us safe. But left unnamed, they'll keep us spinning in the same patterns.

My coaching isn't about digging endlessly into the past. It's about identifying what's making you stuck *right now*, mapping which part of you is leading, and using your **Human Design** to guide what happens next.

That's where the **Insight Mapping System** comes in.

It's a 3-phase framework:

1. **Take Inventory** of your Human Design, your beliefs, and your current internal landscape
2. **Detach from protector parts** (both proactive and reactive)
3. **Create an intentional roadmap** based on aligned, directionally right micro-actions

Every client receives a different combination of tools — I pull from Human Design, IFS, mindset reframes, nervous system work, and strategic coaching — but the throughline is always the same:

To help you stop reacting from protection and start moving from clarity.

SIL HOME PAGE

Clarity Starts Here

Understand who's driving your decisions, unblend from stuck patterns, and move forward with a roadmap built for your unique design using The Insight Mapping System

CTA buttons

- TAKE OUT : Book Free Discovery Call
- Learn About My Method

Banner Section

Heading	Subtext
500+ Clients	Guided through self-inventory and micro growth-aligned action
Certified Coach	Backed by Human Design, IFS, and strategic coaching
Personalized Pathways	No templates — your plan is built for your design and season of life

Title:

Meet Your Clarity & Reframe Coach

Body:

I'm Heather Whitaker — clarity coach, pattern-reader, and creator of the Insight Mapping System.

I help you understand who's in the driver's seat, map what's keeping you stuck, and create a personalized, aligned plan for moving forward — one micro action at a time.

CTA Button:

[Read My Full Story]

3-Step Grid Content

1. Become Self-Led

Discover your Human Design and connect to the part of you that actually knows what to do.

2. Detach from Limiting Beliefs

Meet the parts keeping you stuck — and learn how to lead without fear, control, or avoidance.

3. Build Your Roadmap

Create aligned, doable micro-actions based on your design and your current season of life.

CTA Button:

[Learn More About My Method]

Section Title:

How We Can Work Together

1. 1:1 Coaching

Tagline: *For when you're close — but something still isn't clicking.*

Get personal, strategic support to find the missing piece, shift what's keeping you stuck, and move forward with clarity. This is where we reframe the narrative, name the parts running the show, and build a path that actually fits.

2. Insight Mapping System

Tagline: *A deeper container using the full 3-phase method — for those ready to get clear and stay clear.*

This 3-session minimum experience weaves together your Human Design, internal parts (IFS), and an intentional roadmap. You'll walk away with language for your design, clarity on your blocks, and a micro-action plan aligned with your current season of life.

3. Podcast Appearances

Tagline: *Let's talk clarity, Human Design, parts work, and the real work behind mindset shifts.*

I'm available to speak on your podcast or platform to share practical insights, client stories, and the real behind-the-scenes of what keeps people stuck — and what helps them move.

4. Group Trainings & Workshops

Tagline: *Bring the Insight Mapping System to your team, group, or community.*

From leadership workshops to team intensives, I guide groups through internal audits, clarity mapping, and aligned action — all tailored to your culture, context, and goals.

Testimonial 1 – Sarah

“Heather doesn’t just give advice — she asks the right questions that unlock new perspectives and help you take aligned, specific action. Working with her helped me trust myself again.”

Testimonial 2 – Craig

“ Heather has a talent for holding space for the highest version of yourself. I feel seen, and supported by her coaching – when our sessions end, I feel clarity and calm. All I can say is, you want her in your corner.

Testimonial 3 – Tara

“Heather distills the noise in your mind into a clear, heart-aligned path forward. When I’m clear, I can move past the fear — and Heather helps me get there every time.”

Bottom of the page

Clarity isn’t found. It’s curated.

Book a session and let’s create a path that finally fits.

Your personalized session weaves together Human Design, IFS parts work, and strategic micro-actions — so you can move forward with less noise, more knowing.

Book a session button

methodology page

A practical 3-step process that turns self-awareness into self-leadership—rooted in your lived experience and aligned with who you’re here to be—using Human Design and Internal Family Systems.

Here’s a rewritten, sharper, and more inviting version of that section while keeping your voice intact:

Why Most Personal Growth Doesn’t Stick

Most programs give you more information—when what you actually need is **integration**.

The Insight Mapping System™ doesn’t just help you understand yourself on paper—it helps you live it, in your body and in your daily choices.

(keep all three box colors the same whatever the terra-cotta color are using)

The Problem

You’ve done the work. You know yourself well. But despite all that awareness, you’re still running into the same blocks. You know what you “should” do—yet it’s hard to do it consistently without burning out or losing momentum.

The Missing Link

Lasting change isn't just about mindset—it's about *alignment*. You have to address the protective parts that keep you playing small *and* reconnect to your natural energetic design so your actions feel effortless, not forced.

The Solution

The Insight Mapping System™ brings together Human Design for energetic clarity and Internal Family Systems (IFS) for deep parts work—so you can release the patterns holding you back, return to your core self, and create change that feels natural and sustainable.

how the system works

Step 1: Become Self-Led

Discover Your Human Design Blueprint

Before you can change anything, you need to understand how you're uniquely designed to operate—not just in theory, but in how you actually move through the world.

Your Human Design is your energetic blueprint—it shows your most natural way of making decisions, using your energy, and navigating life. It reveals your innate strengths, your sensitivities, and the places you've been conditioned to act against your nature.

This isn't just intellectual knowledge—it's about feeling the truth of your design in your body and letting that guide your choices.

What You'll Discover:

- **Your unique decision-making process** (Authority)
- **How you're designed to use your energy** (Type & Strategy)
- **Your natural talents and gifts** (Profile & Centers)
- **How to trust your body's wisdom** over your mind's chatter
- **Your authentic way of being** in relationships, work, and daily life
- **Your defined centers** – the parts of you that hold consistent energy, your built-in strengths and ways of showing up
- **Your undefined centers** – the areas where you're open to influence and wisdom, and how to work with them without losing yourself

The Result

You stop trying to be someone you're not and start honoring who you actually are. You move from your head to your body, creating a grounded, embodied foundation for sustainable transformation.

The box on the right of the page

Energy Type

Your core operating system—how you're designed to use, share, and renew your energy so life flows instead of drains.

Inner Authority

Your built-in decision-making compass. When you follow it, you cut through noise, second-guessing, and “shoulds” to make choices that feel right in your bones.

Strategy

Your natural way of engaging with opportunities and people—so you stop forcing and start letting the right things find you.

Profile

The unique role you're here to play and the way you're wired to learn. It's the blend of your personality and purpose, showing you how you're meant to grow, contribute, and connect.

Defined Centers

The parts of you that hum with consistent energy. These are your anchors—what's steady, reliable, and always yours to share.

Undefined Centers

The open spaces where you're designed to absorb and learn from the world around you. When you navigate them intentionally, they become deep wells of wisdom instead of sources of overwhelm.

Step 2

Step 2: Detach from Protector Parts

Name the Parts Calling the Shots

Most people try to change their habits without realizing *who* inside them is actually making the decisions.

In the Insight Mapping System™, we focus on just **two** protector roles—because these are the ones most often in the driver's seat:

- **The Manager** – proactive, always trying to plan, prevent, or control outcomes.
- **The Firefighter** – reactive, rushing in to numb, distract, or escape discomfort.

Here's the difference: we don't just identify these parts in a generic way. We name them **specifically** for you—based on:

- Why you feel stuck
- The goal you're working toward
- Your Human Design blueprint

By giving these parts personal names tied to your unique patterns, you can quickly recognize when they've taken the wheel. Awareness is what makes detachment possible.

What You'll Discover:

- Which part (Manager or Firefighter) is most active for you right now
 - How to spot whether your response is proactive or reactive
 - The personal name and description of each part so you can instantly identify them in the moment
 - How your open centers in Human Design can amplify these protectors
 - Practical steps to unblend so you—not your protectors—lead the way
-

The Result:

You stop battling yourself and start leading yourself. You can see your patterns clearly, thank your protectors for their role, and choose your next step from a grounded, self-led place.

The box on the left

Key Parts We Explore:

Manager

Your proactive protector—tries to plan, control, and prevent discomfort before it happens.

Firefighter

Your reactive protector—jumps in fast to numb, distract, or escape when things feel too intense.

Naming Your Parts

We give each part a personal name based on why you feel stuck, your goal, and your Human Design blueprint—so you can spot them instantly.

Proactive vs. Reactive

A quick way to know which part is driving: Managers act before the problem; Firefighters react after the trigger.

Step 3: Roadmap of Intention

From Stuck to Started

Once you've reconnected to your Self and quieted the noise from your protectors, it's time to turn that clarity into movement. In this step, we focus on building a **Roadmap of Intention**—practical, directionally right micro-actions designed to move you forward *right now*, even if you've been feeling frozen.

Using a curated mix of decision-making tools—your Human Design Authority, proven frameworks, and real-time awareness—you'll learn how to take steps that are both aligned and doable. This isn't about overhauling

your life overnight. It's about creating momentum with small, intentional moves that add up to big change.

What You'll Create:

- A clear next-step plan that addresses what's in the way right now
- Micro-actions that feel doable and create immediate momentum
- Goals that match your energy, priorities, and season of life
- Daily and weekly practices that remove friction and build consistency
- Boundaries that protect your progress and prevent burnout
- A decision-making toolkit that blends your Human Design Authority with practical frameworks
- Systems and rhythms that make it easier to keep going

The Result:

You move through life with grounded confidence, knowing exactly how to take the next step—even when things feel uncertain. Every action comes from an integrated, authentic place, combining your body's wisdom with intentional, practical planning. Instead of staying stuck, you know how to move forward in a way that feels aligned, sustainable, and true to you.

BOX ON THE RIGHT

Your Personalized Roadmap Includes:

Aligned Goals

Clear objectives that match your energy, priorities, and season of life

Micro-Action Plan

Small, strategic steps to build momentum immediately

Decision Framework

A blended method using your Human Design Authority and practical tools

Daily & Weekly Practices

Consistent actions that remove friction and sustain progress

Integration Plan

How to keep moving forward and adapt as your season changes

Section

Why The Insight Mapping System™ Works

This isn't a "fingers crossed" approach to personal growth. It gives you a clear, repeatable process for becoming self-led—rooted in your Human Design blueprint, targeted parts work, and intentional micro-actions that move the needle.

(each section is a box. 2 rows of 3-no emojis)

1. Your Design as the Manual

Your Human Design blueprint becomes the instruction guide for how you're built to decide, act, and use your energy—no more guessing what authenticity means.

2. Name Your Real Blocks

We focus on just two protectors—your proactive Manager and reactive Firefighter—and name them based on your patterns, goals, and design so you can spot them instantly.

3. Step Back, Lead Forward

You'll learn in-the-moment tools to step back when a protector takes over, so your Self—not old patterns—calls the shots.

4. Action That Moves the Needle

Every micro-action is designed to create meaningful progress right now, building trust, confidence, and momentum toward your evolving goals.

5. Smarter Decisions, Better Results

We combine Human Design, parts work, and other proven frameworks to track patterns, check what's working, and make smart adjustments.

6. Pinpoint the Missing Piece

By looking at your design, patterns, and current season, we find the one shift that will create the biggest impact right now.

TAKE OUT THE SECTION CALLED WHAT CLIENTS EXPERIENCE

Section called “ready to experience it yourself?”

Your Roadmap Starts Here

Go from stuck to started with a clear, personalized plan designed for how you're built to succeed.

[Explore Your Options]

SERVICES PAGE

From Stuck to Started

Coaching that combines your Human Design blueprint with targeted parts work to identify what's holding you back, detach from it, and take directionally right action. Every step is designed to move the needle now while building habits and clarity that last.

Moving from 4 boxes to 3 boxes in a row versus stacked

1:1 Find the Missing Piece

For when you're close — but something still isn't clicking.

Get personal, strategic support to find the missing piece, shift what's keeping you stuck, and move forward with clarity. In these sessions, we reframe the narrative, name the parts running the show, and build a path that actually fits your life—not just your to-do list.

What's Included:

- Human Design blueprint insights tailored to your current season
- Parts work to identify and name your Manager and Firefighter patterns
- Customized micro-action plan for immediate momentum
- Follow-up notes and recommendations to keep you on track
- Option for continued sessions for deeper work

[BOOK A SESSION]

Insight Mapping System

Your blueprint, your blocks, and a clear plan—mapped in one place.

The Insight Mapping System is a 3 session minimum coaching experience that weaves together your Human Design, Internal Family Systems (IFS) parts work, and an intentional roadmap. You'll walk away with language for your design, clarity on your blocks, and a micro-action plan aligned with your current season of life.

What's Included:

- Complete Human Design breakdown tailored to your goals
- Parts mapping and naming for your Manager and Firefighter
- Personalized roadmap for directionally right action
- Tools to track patterns, check what's working, and adjust in real time
- Integration support to sustain your clarity and momentum

Becoming You Methodology

Pinpoint Your Purpose

Where your values, strengths, and opportunity meet.

The Becoming You Method, developed by Professor Suzy Welch, is built on the idea that your purpose lives at the intersection of three things: **what you want to do, what you can do, and what you should do**. In other words—your values, your aptitudes, and the areas of economic growth that call to you both emotionally and intellectually.

In our work together, we'll use every Suzy Welch tool to help you identify, align, and act on your unique “Area of Transcendence”—the right-fitting, soul-filling destination for this season of your life.

What's Included:

- **The Values Bridge** — pinpoint, rank, and reconcile your deepest values, identifying which are in conflict and which are underexpressed
- **Aptitudes Discovery** — reveal your cognitive and emotional strengths using YouScience, PIE360, Career Traits Compass, and

leadership trait assessments

- **Enneagram Insights** — understand your personality patterns and how they shape your work, relationships, and growth opportunities
- **Opportunity Mapping** — connect your values and aptitudes to real, economically viable paths that energize and fulfill you
- **Your Area of Transcendence Map** — a personalized plan that turns self-knowledge into a clear, motivating direction

Not Sure Which is Right For You?

Here's how to choose the best fit for your current needs and season of life.

Choose 1:1 Coaching If:

- You're on the cusp of an up-level but can't see the final missing piece
- You feel stuck but can't pinpoint why
- You're struggling to make decisions and want clear next steps
- You have a specific challenge you want to work through right now
- You need a micro-action plan to move the needle forward
- You're lacking clarity and want to realign with your values

Choose the Insight Mapping System If:

- You're ready for a deeper, structured approach to lasting clarity
- You want to work through your Human Design and IFS parts in a focused, step-by-step way
- You prefer a multi-session process that allows time for integration between meetings
- You want a personalized roadmap rooted in your design, values, and current season of life
- You're ready to replace scattered action with intentional, aligned steps
- You value ongoing support as you shift patterns and create momentum

Choose the Becoming You Method If:

- You want to align your career or life path with your deepest values and natural aptitudes
- You're seeking clarity on what you *want* to do, *can* do, and *should* do—the intersection Suzy Welch calls your “Area of Transcendence”
- You want to identify and resolve conflicts between your values so they work in harmony
- You're curious about tools like the Values Bridge, Enneagram, YouScience, PIE360, and Career Traits Compass to uncover your unique strengths
- You're ready for a data-backed, soul-aligned framework to guide major life or career decisions

Got it — here's the softer, more invitational version based on the option you liked before, just without the harder edges:

How It Works

From Stuck to Started

1. Secure Your Spot

Select the service that feels right for you and reserve your session.

2. Share Your Story

Complete the intake form so I can craft a personalized framework that's rooted in your design, values, and current season of life.

3. Start Your Shift

In our session, we'll gently uncover what's been holding you back and create a clear, aligned plan so you can begin moving forward with confidence.

Take out the what clients say section

FAQs

1. How do I know which service is right for me?

Think about what you need most right now. If you want quick clarity on a specific challenge, start with 1:1 Coaching. If you're ready for a deeper, structured process that blends Human Design, parts work, and a roadmap, choose the Insight Mapping System. If you want to align your life or career with your values and strengths, the Becoming You Method is the best fit.

2. Do I need to know my Human Design before booking?

No—if you don't have your chart yet, I'll create it for you using your birth date, time, and location.

3. Is this therapy?

No—this is coaching. I combine Human Design, Internal Family Systems (IFS) parts work, and other tools to help you get clear, take action, and lead yourself forward. If you need mental health treatment, I'll recommend working alongside a licensed professional.

4. What happens after I book?

You'll receive a confirmation email with a link to your intake form and a Zoom invite for our session. Once you complete the form, I'll use your answers to prepare a personalized framework so we can make the most of our time together.

5. Do you offer packages or ongoing coaching?

Yes. Many people begin with a single session or the Insight Mapping System, then decide to continue for deeper, ongoing support. We can talk about what feels right for you after your first experience.

6. What if my goals change during the process?

That's completely normal. Your roadmap is flexible—we'll adjust micro-actions and direction as you grow so your plan always matches where you are now.

BOTTOM OF THE PAGE WITH CALL TO ACTION

Ready to Begin?

Because staying stuck isn't your story.

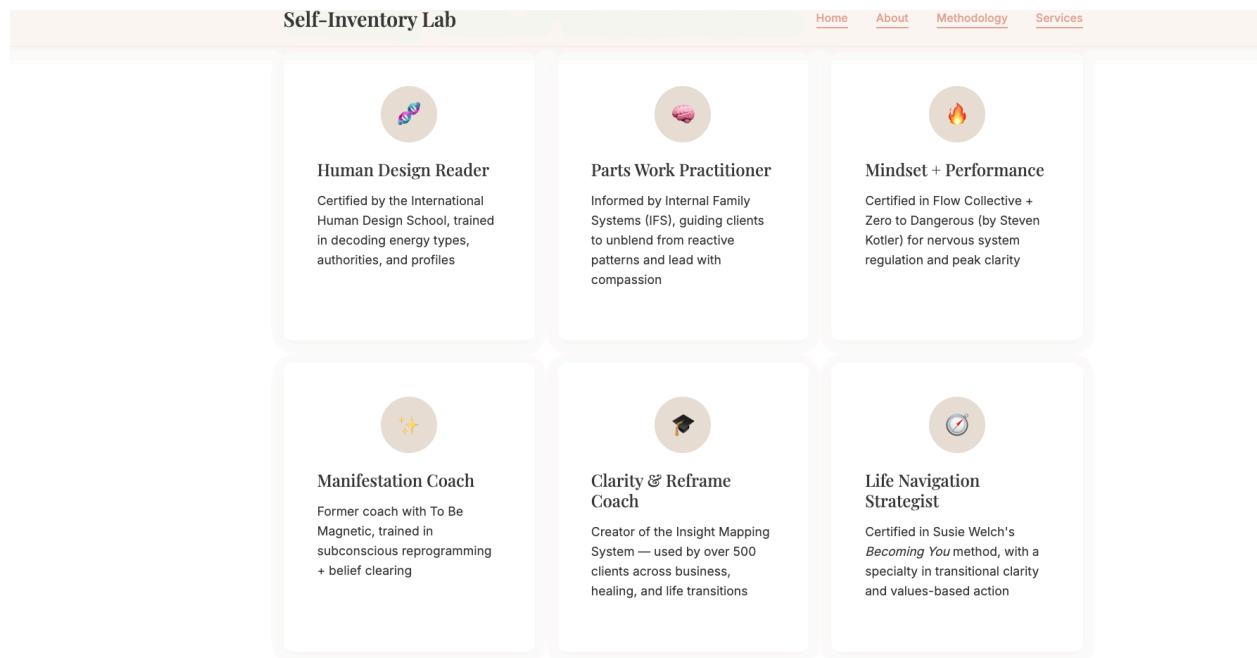
Close the gap between knowing and living with a personalized process that blends your Human Design, parts work, and intentional micro-actions—so you can move forward in a way that's built for you.

[BOOK NOW]

ADD SIL LOGO with vertical lab at the top banner of every page



ADD A PHOTO ON THE LEFT (NEED TO SEND YOU ONE)



TAKE OUT EMOJIS AND USE VERTICAL LAB LOGO

