## **✨ PITCH SUMMARY FOR SUZY WELCH**

### **1. My Area of Transcendence: Who I Am at My Highest Contribution**

I thrive at the intersection of **clarity, expression, and service**. My work is anchored in five defining values—**Eudaemonia, Place, Familycentrism, Voice, and Luminance**—which shape every facet of how I live and lead. I bring strategic insight, emotional intelligence, public voice, and coaching depth to any room I enter.

I’m here to **guide, teach, and activate** through my presence and methodology. Whether coaching one-on-one or shaping systems behind the scenes, I build work that aligns with joy, family, and impact—not hustle. I’m not driven by ego, but by resonance. Not visibility for visibility’s sake, but visibility as a **catalyst for transformation**.

### **2. What I’ve Created: The Self Inventory Lab**

The Self Inventory Lab is a structured, scalable methodology I built after coaching over 500 people across industries—from celebrity actors and corporate leaders to therapists and creators.

It integrates:

* **Human Design** (authenticity framework)
* **Internal Family Systems (IFS)** (emotional regulation + parts work)
* **Insight Mapping System** (16-step roadmap that guides clients from awareness to aligned action)

**It answers a question many self-development programs don’t:**

“Now that I know who I am...how do I live it?”

Clients use the Self Inventory Lab to:

* Identify their Human Design blueprint and innate wiring
* Map the protector parts that drive self-sabotage
* Create clarity around goals, internal blocks, and aligned next steps
* Anchor new beliefs through customized actions and integration

It's operationally sound (with Airtable automations, PDFs, and a planned client dashboard) and ready to serve as a **post-certification coaching continuum** or personalized experience for Suzy’s Becoming You graduates.

### **3. What I Offer You, Suzy**

Suzy, you’ve built a powerful certification rooted in purpose and career alignment. Where your work masterfully guides people to *understand* themselves, I help them **transform through integration**.

Here’s what I uniquely bring to your ecosystem:

* A **ready-to-implement coaching continuum** that bridges your certification to long-term growth and behavior change
* Deep skill in **helping clients unhook from the Four Horsemen** and rewrite their inner narratives
* Expertise in **Human Design + IFS integration**, which complements your Four E framework and Values Bridge
* A warm yet highly structured client journey system—with repeatable outcomes, aligned metrics, and automation options
* An understanding of your method from the inside out—I’ve studied, applied, and expanded upon it with integrity and results

### **4. What I’m Asking For**

I’m not asking to replicate your brilliance—I’m asking to extend it.

I would love to:

* Co-create a **continuum offering** that helps your students go deeper into integration and aligned action
* **Coach or support** your clients when they’re stuck on the Four Horsemen and need expert internal work
* Receive mentorship or collaboration as I refine the Self Inventory Lab and scale my voice
* Join the Becoming You ecosystem not just as a certified coach—but as a trusted guide who **magnifies your mission**

### **💡 Final Note:**

This isn’t a job pitch. It’s a **vision match**.

I believe your work changes lives. I want to help carry that impact further, to the people who are ready not just to *become themselves*—but to **lead from that place**, long after the course ends.

Heather Terbieten x Becoming You

**One-Pager Partnership Overview**A proposal to extend Suzy Welch’s Becoming You method through the Self Inventory Lab for deeper, integrative client transformation.

**1. Deep Alignment with Becoming You**

As a certified student of the Becoming You Method, I’ve not only studied Suzy’s framework, I’ve embodied it. My Area of Transcendence (AOT) reflects complete clarity around my values—Eudaemonia, Place, Familycentrism, Voice, and Luminance—and I actively live in alignment with them. I understand how the Four E's, Four Horsemen, and Values Bridge come together to reveal someone’s authentic code. Where your method helps people \*discover\* who they are, my work supports them in \*living it.\*

**2. The Self Inventory Lab — A Strategic Continuum**

The Self Inventory Lab (SIL) is a standalone, structured coaching system integrating Human Design, Internal Family Systems (IFS), and my proprietary three-step Insight Mapping System. It has been designed to bridge the gap between knowing and doing—serving as the ideal next step for graduates of the Becoming You certification.  
  
Graduates who leave with an understanding of their AOT often still ask: 'But what now?' The SIL provides:  
- Clarity on internal protector parts that block forward motion (IFS)  
- Customized action based on energetic design (Human Design)  
- A digital framework that guides continued self-leadership with measurable progress

**3. Why This Creates a Holistic Ecosystem**

This partnership adds depth and continuity to the Becoming You brand. It offers graduates a place to continue their journey without diluting Suzy’s method—rather, amplifying it with tools that support emotional regulation, mindset reframing, and sustainable behavior change.  
  
As a result, clients experience:  
- Stronger follow-through post-certification  
- Greater clarity around inner conflict  
- Integration of values + identity into daily decision-making  
  
Together, we bridge aspiration and embodiment—making 'becoming you' not just a realization, but a lifelong practice.