## **PROJECT GOALS / OBJECTIVE**

### **To embed Heather Whitaker as a Master Coach and Ecosystem Strategist within the Becoming You certification model—supporting the coaching program’s expansion across three critical pillars:**

### **Master Coach Ecosystem Strategy & Mentorship: Helping define, mentor, and scale what BY-certified coaches will need to deliver this method powerfully and sustainably—including toolkits, integration frameworks, and visibility strategies to expand BY’s presence in the broader life coaching industry.**

### **Post-AOT Continuum Coaching: Offering a structured coaching bridge using the Self Inventory Lab to support clients who are stuck after identifying their Area of Transcendence, particularly those grappling with the Four Horsemen.**

### **Becoming You Master Coaching: Taking on overflow and waitlist clients from Suzy Welch’s personal roster, maintaining continuity in language, tools, and values through 1:1 coaching.**

### **This partnership proposes a future-forward integration of Heather’s Self Inventory Lab with the Becoming You ecosystem—creating a long-term coaching continuum and visibility strategy rooted in shared values and measurable outcomes.**

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## **SCOPE OF WORK**

### **Service: Master Coach & BY Ecosystem Strategist**

### **Role: Define and expand the Becoming You certification pipeline and coach experience.**

### **Deliverables:**

### **Identify core needs of certified BY coaches and design solutions (e.g., live pods, toolkits, use-case trainings)**

### **Co-lead live experiences such as workshops, AOT Q&As, or certification intensives**

### **Co-develop content and application tools using BY frameworks (Values Bridge, 10-10-10, Whose Life Do You Want?)**

### **Design integration pathways for life coaches to embed BY tools ethically into existing practices**

### **Lead social media, newsletter, and podcast strategies that elevate BY’s visibility across coaching audiences**

### **Mentor coaches on delivering the methodology with integrity and effectiveness**

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### **Service: Becoming You Master Coach**

### **Role: Offer direct 1:1 coaching to Suzy’s overflow/waitlist clients post-certification.**

### **Deliverables:**

### **Custom onboarding using BY materials**

### **Biweekly or monthly coaching sessions (Zoom)**

### **Optional coaching summaries with client progress, insights, and alignment markers**

### **Continuity across sessions using shared tools (Values Bridge, 10-10-10)**

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### **Service: Post-AOT Continuum Coaching**

### **Role: Provide action-oriented, values-based integration for AOT graduates experiencing resistance or inertia.**

### **Deliverables:**

### **4–8 week coaching containers through Heather’s Self Inventory Lab**

### **Insight Mapping System (Human Design + IFS + Values-based coaching)**

### **Naming and detaching from internal protector parts (Manager or Firefighter tied to a specific Horseman)**

### **Decision-making blueprints using Human Design authority and micro-actions tied to their AOT**

### **Optional collaboration or update syncs with Suzy/team when needed for ongoing client support**

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### **Old version**

### **PROJECT GOALS / OBJECTIVE**

To support the *Becoming You* client journey with immediate coaching support post-AOT and expand Suzy Welch’s ecosystem by embedding Heather Whitaker as a certified Master facilitator, coach, and transformation partner. This scope offers clients immediate traction through Heather’s **Self Inventory Lab**—a values-aligned, action-oriented coaching method that complements the Becoming You framework.

### **SCOPE OF WORK**

**Service : Master Coach & BY Ecosystem Strategist** Serve as a Becoming You-certified coach, virtual facilitator, and mentor for incoming BY coaches.

* Deliverable: Co-lead live AOT sessions, workshops, or Q&As
* Deliverable: Optional curriculum co-creation using 10/10/10 and Values Bridge etc.
* Deliverable: Group coaching pods or private coach mentorship support
* Deliverable:
  + scaling BY to life coaches in terms of visibility and enrollment in certification
  + finding ways to support life coaches as a mentor coach
  + focusing on ways to raise BY / Suzy’s visibility through coaching engagements

**Service : Becoming You Master Coach**Take X Becoming You clients monthly referred directly from Suzy Welch due to the waitlist.

* Deliverable: Intake-to-insight onboarding
* Deliverable: 1:1 coaching sessions (Zoom)
* Deliverable: Optional coaching summaries and progress reports

**Service : Post-AOT Continuum Coaching**Provide 1:1 coaching to clients who have completed AOT but are stalled due to one or more Four Horsemen (e.g. Economic Stability, Expedience, Expectations,Events).

* Deliverable: 4–8 week coaching container
* Deliverable: Human Design blueprint + IFS-based part identification
* Deliverable: Micro-action plan to support aligned momentum

### **TIMELINE**

This proposal includes both immediate services and future-aligned roles as certification and cohort cycles evolve.

**Immediate Start:**

* **Post-AOT Continuum Coaching** (via the Self Inventory Lab) is available immediately for any Becoming You clients who have completed AOT and are stalled by one or more Four Horsemen.
* **Master Coach & BY Ecosystem Strategist:** Scale the Becoming You certification by expanding visibility across podcast guesting, social media content, and strategic partnerships.Lead mentorship of newly certified coaches, focusing on real-world application of Becoming You tools within their coaching businesses .Support the integration of Becoming You methods (Values Bridge, AOT, 10-10-10) into external coaching practices. Serve as a face of Becoming You in the coaching world, guiding certified coaches to both master the material and represent the brand with clarity and confidence

**Post-Certification (Projected End of Year):**

* **BY Coaching** will begin upon completion of Heather’s Becoming You certification. At that point, 1:1 containers will be available to clients Suzy is unable to take on directly.

**Aligned with BY Cohorts:**

* **Master Facilitation & Coach Mentorship** will begin alongside the next cohort launch. This includes live workshop support, new coach guidance, and curriculum development.

### **Partnership Philosophy**

As a Master Coach within the Becoming You ecosystem, I provide post-certification mentorship, facilitate advanced integration sessions, and support new coaches in deepening their delivery of the methodology.

Through the Self Inventory Lab, I also serve as a *continuum partner*—offering clients and coaches alike a values-aligned path to move from AOT discovery into day-to-day embodiment, especially when navigating the Four Horsemen.