

The Business Mum  
Basic Business Guides

Business  
By  
Design



*The Business Mum*

**Lesley Johnston**

## Lesley Johnston, The Business Mum and Why Business by Design.

For years (too many to mention) I have been searching for the jigsaw piece that would help me understand why I kept self sabotaging myself and why business success had eluded me so far. I knew that there was an answer but even after reading many self-help, personal development and business books, as well as spending a fortune on "you cannot fail but succeed if you pay us lots of money for our tried and tested system that everyone who signs up has success with" courses yet I still was no wiser until I discovered the human design system.

Human Design has allowed me to understand how I work best and to use my strategy to achieve things that were always just outside my reach. I no longer have to struggle with life and be frustrated with my efforts that never seemed to get the right results, even when it seemed I was working 24/7. Funnily enough frustration is the sign that I am not living my strategy and how many business owners do you know that are still living a life full of frustration, anger, bitterness or feeling like they have been left behind by the business world?

Helping mums achieve financial independence has been a long time passion of mine. I love the internet and all the opportunities it presents and wish to share my knowledge so that others can also benefit from earning passive income online through running their own business by design. Now that I understand my strategy and how I "work" then things have become much easier for me as well as achieving greater success with my efforts. You have probably been told – work smarter, not harder and this is exactly what business by design teaches you.

At [The Business Mum](#) we promise you practical and revolutionary tools, resources, training and support to help you run your business by design. So not only will you get the practical ways to start, run and grow your business in terms of website creation, product creation, money making strategies, maximising your profits, marketing, outsourcing and customer service to name but a few, you will get each of these strategies tailored to your particular design!

This ebook has been written to give you an insight into the basics of business by design and how to read and understand the basics of your human design chart. There will be more articles, information, tools and resources on [The Business Mum](#) .

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## Introduction

Human Design is loosely based on Astrology you may be familiar with the astrological signs that appear on your chart. Your personality numbers (in black) are taken from the time of your birth. The design numbers (in red) are taken 88° from the time of your birth, which is approximately 3 months before your birth.

It is also based loosely on the I-Ching, which is a very ancient system from China. Those in the West often think of the i-ching as a divination tool. Just like the i-ching, there are 64 gates in human design, each with 6 possible variations, like the lines of the hexagram in the i-ching.

There are 9 centres in human design, which are loosely based on the Hindu Chakra system, although the Hindu system shows only 7.

There is also a similarity with the Kabbalah "Tree of Life", which looks like an upturned human design chart.

Finally, there is a little bit quantum physics in the mix. Quantum physics appears when you start to live your strategy and the Universe then starts to rearrange itself to give you opportunities in relation to your strategy.

The numbers on your chart, within the body graph, are called gates. Your personality gates, in black, are the traits and characteristics that you are conscious and aware of. Your design gates, in red, are the traits and characteristics that you are in your subconscious and may not be aware of.

When these gates are coloured in, you have constant access to these traits, whether you are aware of them or not. When energy enters the centre then these gates are how that energy is expressed.

If a gate from one centre connects to a gate from another centre then not only does it make the centre defined, it makes a channel which tells a deeper story in your design.

Your chart does not, on the face of it, change from the day you are born to the day that you die. There are both negative and positive aspects of

every design. This ebook aims to show you how to live and achieve the positive aspects and how to recognize the negative.

There is a golden key which unlocks the magnificence of your design. By using this key on a daily basis you will start to achieve some amazing things, you will achieve synchronicity in your life, gain increased prosperity as well as feeling great about yourself and others.

If you don't use the key offered to you, then you will continue to live out your "not self", in other words, the negative aspects of your design.

What is the key?

***Learn***

***How To***

***Use***

***Your***

***Strategy!***

## What It Means To Be A Generator

*35% of the population are generators.*

*STRATEGY: To Respond*

A Generator is defined by having a defined sacral centre (their sacral centre is coloured in). What this means is that generators are the workforce, those who are designed to have consistent and sustainable work/life energy at their disposal. If you are a Generator and are always on the go in your business, traveling around the country, doing physical work, training courses etc then it's just as well you are a generator!

In order to benefit from this powerful energy from the sacral, the Generator must learn how to activate their sacral. The sacral is turned on by sound response. The sounds of the sacral are uh-huh (yes) and uh-uh (no). It's important for Generators to be asked yes/no style questions so that they can respond in this way.

As the generators strategy is to respond, once they start responding using the sacral sounds, they are provided with amazing sustainability from the sacral, enabling them to easily keep going indefinitely to finish projects.

Generators therefore must love their work! When in work they love they are able to access their sacral energy by responding with uh-huh to "do you want to be doing your job?". If you are a generator and constantly tired, what is your response to "do you love your job?"

In society we are taught to go out and create our destiny. To make things happen. However, for Generators, when they try to make things happen and initiate action they feel frustrated that things never turn out the way they had planned.

See the difference when you start using your sacral, along with your inner authority, to measure your results. Just remember the opportunity will never go away when you have to wait to respond, it will only get sweeter!

Imagine what you can achieve knowing this information, you can get extreme clarity for your personal and business direction. Your sacral never lies nor can it be "brainwashed" so whatever the response it is your inner truth.

## What It Means To Be A Manifesting Generator

*35% of the population are manifesting generators*

*STRATEGY: To Respond, Envision, Reprocess, Inform, Act*

A Manifesting Generator has the design of a Generator, in which they have a defined sacral and sustained access to this energy but once living their strategy, they have the ability to become Manifestors.

Manifesting Generators by nature are often impatient. They want things done yesterday and often jump steps to get there. This is their design!

Once a Manifesting Generator has received an “uh-huh” response from their sacral and their inner authority then they can start using their Manifestor part to make things happen or initiate action. They have to visualize the outcome of the opportunity and decide if it’s still a good opportunity for them. If it is, then they need to inform those around them whom the decision impacts with their actions (they don’t need permission, if someone says no, but sacral says yes, then they can still go ahead with it) and then carry out the actions to make it happen, continually revisualising the outcome.

When not living their strategy Manifesting Generators become frustrated and often angry that things haven’t worked out how they had planned. They can’t understand why things haven’t worked out and it’s usually due to lack of patience and listening to the Manifestor in them instead of the Generator first.

The main difference between a Generator and a Manifesting Generator is that a Manifesting Generator has a motorized throat. What this means is that there is a direct connection between one of the four motors and the throat.

Having a motorized throat means that although, unable to initiate direct action, a Manifesting Generator can initiate a conversation, preferably starting it with a question so that they in turn have something to respond to and then let their Manifestor side kick in.

Again the Manifesting Generator, like the Generator, must use their sacral response with their inner authority to respond. Initially a Manifesting Generator will feel frustrated at having to wait and push forward anyway. Once they actually realize that this works best for them, responding using their inner authority, they feel less frustrated as they know the benefits of waiting.

Try it!

## **What It Means To Be A Manifestor**

*Around 8% of the population are Manifestors.*

*Strategy: To inform.*

Manifestors are the “just do it” crowd. If they get an idea and want to do something then they don’t have to wait around, they just need to get on and do it. However, it will only be successful if they inform those around them who will be affected by their actions.

Just by informing those around them seems to lessen the impact of their actions and make them more successful. If someone says no, you can’t do it, after the Manifestor has informed them about their forthcoming actions it shouldn’t stop the Manifestor. If they still want to do it, then they should just do it.

In a way, being a Manifestor can be a difficult type to be, as they won’t know if something is right for them until they actually do it so there may be quite a bit of trial and error in their lives.

The Manifestor doesn’t have sustained access to sacral energy so therefore shouldn’t take on long periods of physical work or they will burn out their sacral and become ill.

Their strategy should be, go in, do the work, get paid and get out! Ideal for consultancy and freelance work.

Again their strategy should be carried out in accordance with their inner authority.

## What It Means To Be A Projector

*21% of the population are Projectors.*

*STRATEGY: Wait to be invited.*

A Projector is here to manage other people and resources. Projectors, like the Manifestors and Reflectors, don't have sustained sacral energy and therefore may find it difficult to keep up a regular 9 to 5 job. They may feel overly tired and wonder what is up with them.

Projectors need to be recognized and often you will find that many performers are Projectors, they have been recognized for their talents and are flourishing in their careers. They constantly need to be recognized as once the recognition goes so does the success, however if you are living your strategy then you won't have this problem!

Projectors are great at knowing what needs to be done and the best way to do e.g. they make fantastic managers and organisers. Unfortunately, unless they are living their strategy they may come across as bossy and those around them will not listen to their advice, even although it's great advice.

Waiting for an invitation can be really hard for a Projector and many have to wait until later in life to receive their big invitation as those around the Projectors in the World don't realize they have to invite the Projector to do something correctly.

When Projectors try to initiate action, they feel bitter that things don't turn out the way they had planned or they feel left out of things as everyone else seems to be moving on with their lives while they stagnate.

The best way for Projectors to get the invites that they so rightly deserve is to clarify what it is you really want. Visualise it as if it's already happened and then work with others who can invite you to achieve your desires. This will speed the process up a bit instead of having to wait and trust that the invitation will come, which it always does anyway. If someone asks you (invites you) to tell them what it is you really want to

achieve tell them and the invitations you would love to receive to make it happen.

## **What It Means To Be A Reflector**

*1% of the population are Reflectors.*

*STRATEGY: To Wait 28 Days*

The Reflector is here to be wise about and reflect the feelings and health of the community that they live in.

The Reflector is a lunar being and has to wait the 28 days, which is the cycle of the moon, before making the correct decision for them. During the 28 days they receive energy from different centres, depending on where the moon is at the time to allow them to assess the opportunity through different energies.

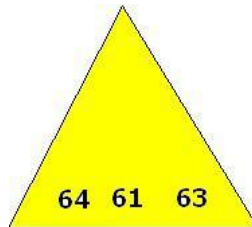
All their centres are undefined and therefore Reflectors don't have any consistent energy in any of their centres and the energy that they do receive is from those around them or from the planets moving and defining centres in their chart for a varying period of time.

Reflectors don't have an inner authority to help them make their decisions but instead they need to tell everyone around them about their decisions and by doing so those around them, as their name suggests, will reflect what they should do by their actions, thoughts and feelings.

By talking to others about their decision they will be able to gather up information on what is right for them.

When they don't wait 28 days before making a decision then they will feel disappointment that things haven't worked out in their favour.

## The Head Centre



The head centre is at the top of the chart and is the centre for ideas and inspiration.

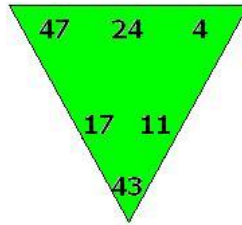
If the head centre is defined (coloured in) then you may find it easier to block out distractions and keep focus easier.

You will be a constant source of inspiration because you have constant energy in your head. You may find that those with open head centres are reading your thoughts and ideas without you even having to open your mouth!

If your head centre is undefined (white) then you will constantly have a stream of ideas flowing through, which aren't always for you.

As the head centre is a pressure centre you may also feel that once you receive an idea you are under pressure to action it. The wisdom of the head centre is to realize that not every idea you receive is for you and to allow them to flow through you instead of holding on to them.

## The Ajna Centre



The ajna centre is found at the top of the chart and is the centre for data processing and storage.

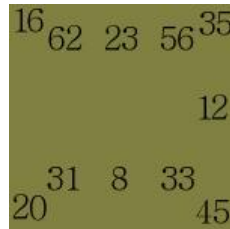
Having a defined (coloured in) ajna centre means that you have a fixed way of thinking and processing information. You may find that you are great at quizzes as you are able to retain lots of information.

An undefined (white) ajna centre means that you have an unlimited way to process information.

You can often see both sides of the argument or unlimited ways to do a project and may find it difficult to actually make a decision as you can never decide which way is best.

The ajna centre is not the place to make decisions! If you need to make a decision it should be made following your strategy and using your inner authority.

## The Throat Centre



The throat centre can be found just under the image of the head, in the centre of the body graph and is the centre for communication.

The throat, if defined, can either be motorized or non-motorized. If it is motorized then you will have a solid line from a motor (sacral centre, root centre, solar plexus centre and/or will centre).

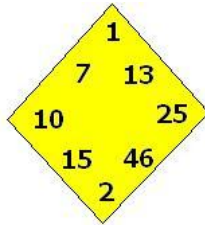
Having a motorized throat means that you can initiate a conversation instead of having to wait to be asked for you to be heard. Only the manifestor and manifesting generator have a motorized throat.

If you have a non-motorized throat (coloured in, no motor) then you have a fixed way of communicating with people. You will find it easier to talk about what is in the centre that your throat is attached to as you can access it.

Having an undefined throat centre (white) means that you have an unlimited capacity to communicate with others and may find that you are great at languages or mimicking others. If you initiate a conversation you may feel that you are not being heard properly.

Those with an open throat may feel under the pressure of the open throat to talk, especially if they have been in a situation that called for their silence. This is especially true in children. You may find that they raise their voice to be heard and perhaps throw a tantrum. As human design is a duality you may find the opposite is true, that those with an open throat will retreat within themselves and not speak.

## The G Centre



The G centre is found in the centre of the chart and is the centre for love, direction and identity.

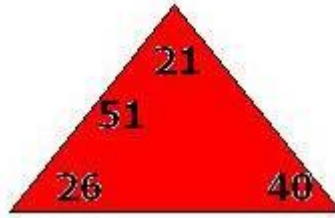
Those with a defined G or Ego centre (coloured in) have a fixed sense of self and direction. They know who they are and where they are going, although they may not always know how they are going to get there.

Having an undefined G centre (white) means that you are unsure about where you are going and who you are. You may even find that you do things just to prove you are loveable.

The beauty of the open G centre is that you can relate better to those around you and understand who they are on a deep level.

Being in the right place is important to you, if you go into a restaurant and don't feel happy there then it's best to move. You need to feel happy where you are and who you are with and with what you are doing (e.g. job).

## The Will Centre



The will centre can be found near the centre of the chart and is the centre for will power, finances and business. It is also known as the heart centre.

Having a defined will centre (coloured in) means that you have sustainable will power that you can access to complete projects that you start, that you may not want to complete, but have to complete.

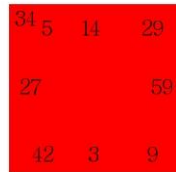
You also have a fixed way of expressing this energy, depending on which gates are defined from the will centre. If you are using this centre incorrectly then you may experience physical problems from burn out.

Those with a defined will centre must work to rest. Instead of keeping working, they must take regular breaks. Ideal scenario would be to work for a couple of months solid, then take a vacation.

If you have an undefined will centre (white) you will find that you have an unlimited capacity to do business when you have energy in this centre from others.

It is important for generators and manifesting generators who have undefined will centres that you to love your work and what you are doing. If this is the case then you will be able to continue working without a rest because you love what you are doing and won't be under the risk of burn out.

## The Sacral Centre



The sacral centre can be found near the bottom, in the middle of the chart and is the centre for work and life force energy. Only generators and manifesting generators have continuous access to this energy. It is the most powerful motor in the design chart.

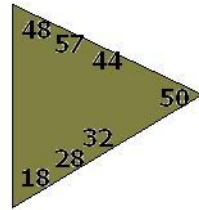
The defined (coloured in) sacral gets turned on by responding to sounds. The sounds are uh-huh (yes) and uh-uh (no). This is a wonderfully useful tool for generators and manifesting generators. No longer do they have to struggle to make decisions in their heads, they can now access their inner truth easily by using their sacral sounds. Try it, you will be amazed at its accuracy!

By having this centre defined it means that you not only have sustainable energy to work but also the way that you can express this energy is defined or fixed. The sacral is also the centre for sexuality and you will find that the way you express your sexuality is fixed.

Having an undefined sacral (white) means that you have an unlimited way to both experience and express this energy. When you are around someone with a defined sacral you will take in this energy and amplify it, so it may seem that you have an unlimited supply of physical energy to burn off. It is important to realize that it's only short lived and to use it while you have it but don't rely on it being there all the time.

Take time out to be on your own to get rid of any of this energy before you go to bed or you may find sleeping a problem. If you are around this energy for too long you may find yourself exhausted but won't be able to work out why. Now you do!

## The Spleen Centre



The spleen centre can be found on the left hand side of the chart and is the centre for intuition and the immune system. It is also known as the fear centre, where you may experience fears or anxieties, however they are always in the “now” which means if you push past them, they disappear.

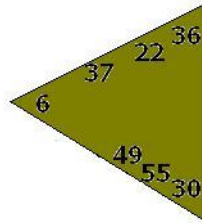
Having a defined spleen centre (coloured in), means that you have a fixed way of expressing this energy and may feel your fears or anxieties will appear depending on your situation and they may have actually stopped you doing things in the past.

There are 7 fear gates coming from the spleen that will be expressed in different intensities and it’s important to understand that although they feel very real in the moment, that by pushing past them you can conquer them.

An undefined spleen (white) means that you are probably highly intuitive and have a sensitive immune system.

You may find that you have no sense of time, that you easily get side tracked from what you are meant to be doing. On the other hand you may find that you over compensate and find yourself ready for appointments well before you need to be.

## The Solar Plexus Centre



The solar plexus centre is found on the right hand side of the chart and is the centre for emotions.

A defined solar plexus (coloured in) means that you have consistent emotional energy flowing through you in waves. They appear in 3 types.

An individual wave, is one which you feel your emotions go from a high, high to a low, low over a period of time.

A collective wave is one which you feel your emotions take a slow ride up to a high and then a steep plummet to a low, low.

A tribal wave is one which you feel your emotions are on a gentle wave.

Having an undefined solar plexus (white) means that you may feel very emotional as you take in other peoples emotional energy and are very empathic.

It also means that you can be spontaneous when following your strategy instead of having to wait out the period of your emotional wave.

## The Root Centre

53	60	52
54		19
38		39
58		41

The root centre is found at the bottom of the chart, it's the centre for adrenalin energy and for getting things done. It is known as a pressure centre, which is opened when the root is undefined (white). It is also a motor, which works in a pulse like fashion when the centres is defined (coloured in).

When the root centre is on, you may feel like you can get lots of work done effortlessly, while when it's off, if you are working it feels like you are pushing against the tide. Once you learn to work with your pulse you will be able to work better and more efficiently.

Those with undefined root centres are well known for being list makers. They love their to-do lists and feel under pressure to complete everything on their lists.

They will be the ones who hang back after finishing time to complete, just one last thing!

Those with open roots also make great performers as their open root will give them an adrenalin rush when they perform in front of a crowd. This is also true for speakers and teachers.

On the opposite side of the rush is the fear. You may get stage fright. This is the energy of the open root and understanding it will help you overcome it.

## **Listening To Your Inner Authority**

The main inner authorities on charts are:

### *Emotional Solar Plexus*

This is where you have to use your strategy while waiting out the length of your emotional wave. Through practice you will begin to notice your wave and how long it lasts. It's important to wait the length of your wave because you may feel more favourable towards an opportunity when on the high of your wave but later on when on the low side of your wave it may seem like a bad idea. Waiting ensures that the opportunity is right for you.

### *Sacral Expressed Generated*

This is only for Generators and Manifesting Generators. It means that as soon as you have given an uh-huh response to your opportunity then you can take action on it straight away.

### *Spleenic Awareness Generated/Projected*

This means that as soon as you have either received something to respond to, or been invited, then you can use your intuition to tell you whether it's a good idea or not. A thing to note with this inner authority is that the spleen is in the now, so if you don't act on the opportunity straight away the opportunity is lost.

## More Information on The Business Mum

[The Business Mum](#) is unique in that we tailor our tools, resources, training and support for each human design type as well as giving strategies on how types can work best with each other. There is NO other online business community that does this.

We have the practical online experience that we bring to [The Business Mum](#) and then we show you how to use these tools and resources best for your type and strategy.

We invite you to join our Business Mum, Business by Design community at [The Business Mum](#) .

Do you want to join a fun, practical and revolutionary online business community for mums?

We would love to see you over there and support you in making your business the best and most successful it can be so why not start running your business by design NOW.

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