

”

I've never come across a clearer, calmer, wiser or more powerful model than this for guiding us through the complexities of life and work.”

- Simon Anholt

Founder of the Good Country Index



Archetypes at Work™

An Introduction



Background

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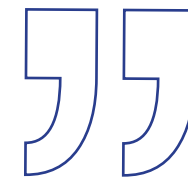
When leaders develop themselves the workplace climate adapts and thrives continuously.

At Archetypes at Work™ we have been exploring Archetypes and archetypal psychology for over forty years. We find that 10 Archetypes represent the key underlying patterns of human nature and culture.

Archetypes deeply inform the character that Leaders present to the world. Archetypes also underpin the culture and workplace climate of teams and enterprises.

Deploying Archetypes at Work™ throughout an enterprise, no matter its size, creates a workplace climate that enables peak performance, invites wholeness and builds social connection.

We offer a framework for personal, Leadership and organizational development through our set of 10 comprehensive Archetypes. The method helps Leaders prepare the enterprise workforce to fulfill future strategy. By preparing their workforce now, Leaders can walk into the emerging future with resilience and agility.



Successful Leaders can consciously access all 5 Realms of Leadership: *Order, Relationship, Creativity, Change and Action.*

What is Archetypes at Work™?

ar-che-types [ahr-ke-tipes]

Archetypal psychology teaches that patterns within individuals and cultures “run the show” — visibly or invisibly.

Our method offers an embodied language that makes these patterns conscious. The unique Archetypes at Work™ experiential learning method first teaches people to recognize archetypal patterns in themselves and others. Second, it helps Leaders develop and embody appropriate archetypal patterns in the context of their business needs.

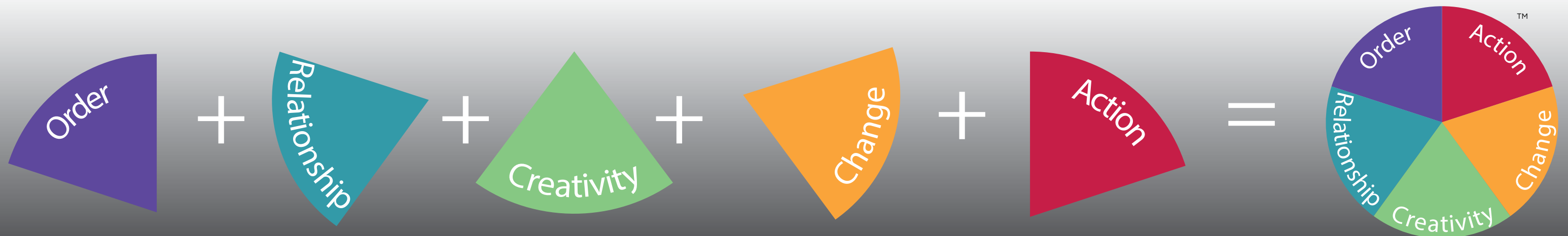
Archetypal leadership development begins with greater self-awareness. Our Archetypal Preferences™ Report maps a Leader’s current archetypal patterns with clear and actionable suggestions for development. When Leaders recognize that certain archetypal habits no longer serve them, resistance to development dissolves.

In our interactive workshops Leaders learn how to engage with desired future archetypal patterns in heart, mind, body and imagination. This stimulates transformational development.

What are the results for an organization in terms of long-term value?

Powerful, permanent, positive change

Why? Leaders develop skills that enable them to communicate effectively with every member of their team. They learn a language and gain access to tools to solve problems creatively and competently.





Who is it for?

- Enterprises who seek ways to develop an agile and resilient workforce capable of negotiating the rapidly evolving modern workplace
- Chief People Officers who want to develop the tools and methods that make their enterprise teams more productive, socially connected, effective, creative, collaborative, and accountable
- Leaders who desire to strengthen and expand their leadership toolbox for influence and impact





What do people gain?

- An embodied understanding of the archetypal patterns that motivate individuals and systems
- The capacity to access and enhance archetypal gifts — and to manage and mitigate their shadows
- Professional development that teaches skills to consciously meet each situation they face



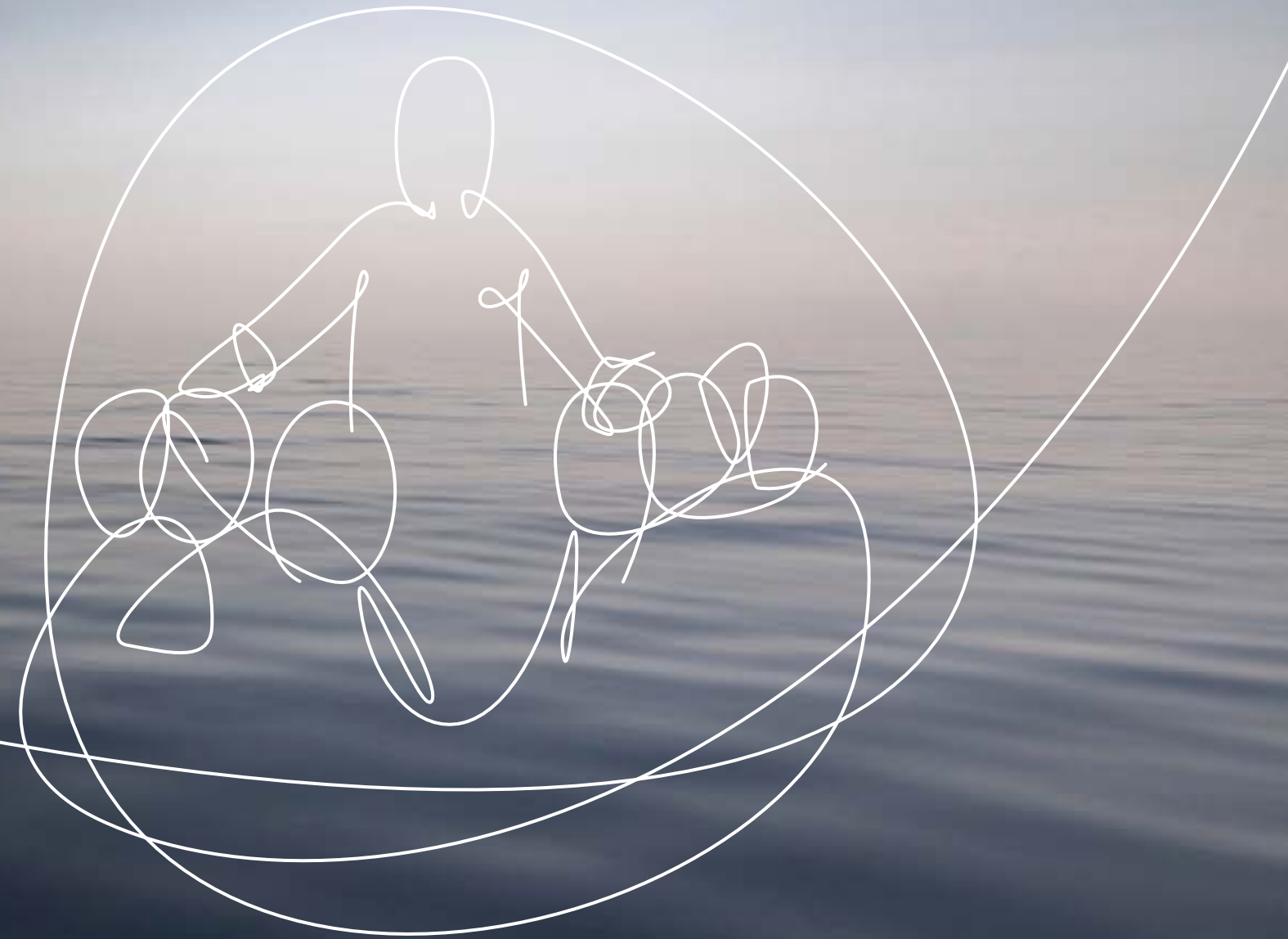


How do teams and enterprises benefit?

- Teams develop a deeper understanding of their own resources, including ways to increase their natural strengths and overcome their blind spots

- Teams gain the critical ability to offer impersonal feedback designed to improve their collective performance and serve the enterprise

- Teams learn to adapt themselves and others to meet emerging problems with creative archetypal solutions





What are the sustaining benefits of an archetypal approach?



- Ongoing personal and professional growth and development

Archetypal development enables workforces to adapt and align to changing times and needs

- Enhanced understanding and more effective communication

Self-aware, cross-functional communication brings outstanding results

- Holistic thinking and leadership

Fuller solutions emerge as Leaders optimize left-brain, evidence-based and data-driven decision-making with choices informed by right-brain, archetypal thinking



How is this different from other models?



It's easier to act your way into a new way of thinking than think your way into a new way of acting.

-Jerry Sternin

- We offer a methodology, not a typology so that Leaders and teams are liberated to explore new potentials rather than being cast as a type

- Embodied learning creates a meaningful and memorable experience that people can draw on as they live into their desired future

- Developing an archetypal eye empowers people to speak a universal language, to read themselves and others, work and life, people and situations

The Model

At the center of the Archetypes at Work™ model are 5 Realms:

Order, Relationship, Creativity, Change and Action

To be effective, a leader must be agile in all 5 of these essential realms of leadership and have demonstrable skills in each of them.

The Realm of **Order** is about how we organize our life and business; the Realm of **Relationship** is about how we engage with others; **Creativity** is about how we initiate the new; **Change** is about how we manage transitions; **Action** is about how we get things done.

5 Realms



10 Archetypes

Each Realm is divided into 2 Archetypes

In the Realm of...



...Order



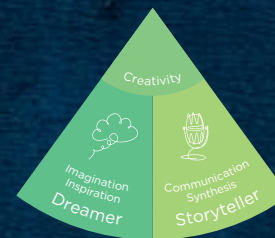
The **Sovereign** brings Order through Vision and Purpose, setting the direction for a person or an enterprise and is comfortable at being at the center of things, whereas the **Strategist** brings Order through Structure and Mastery, often working “back stage” to analyze the details, plan precisely and then build the road ahead.

...Relationship



The **Nurturer** creates Relationship through Care and Empathy, they give whatever it takes to grow and develop others, whereas the **Lover** values a relationship of equals, appreciating beauty and focusing on what they and others desire.

...Creativity



The **Dreamer** accesses Creativity through Imagination and Inspiration and is comfortable with the unknown and the arational, whereas the **Storyteller** will synthesize different threads and weave them into a coherent narrative that can be communicated to others and to ourselves.

...Change



The **Renegade** enables Change through invention and disruption, becoming a lightning rod for the emergent future, whereas the **Transformer** brings the slower approach of regeneration and mystery, enabling the necessary deaths and rebirths along the way from the old to the new story.

...Action



The **Warrior** moves into Action assertively, challenging others and the status quo, and vigorously defends their own territory, in pursuit of a clear goal, whereas the **Explorer** is on a quest for adventure and truth, on the outside climbing a mountain because “it is there” and on the inside seeking philosophical gold.

The Complete Wheel

Combined, the 5 Realms with their 10 Archetypes make an impressive, full set of potentials – and if we were able to activate them all at their most evolved level, we would certainly fulfill our peak human potential.

While this may be a path for the enlightened lucky few, the rest of us can use these Archetypes as both an inspiration and means of continuous development and a practical guide to help us through the ever-changing seas of life.



10 Archetypes



- 
Sovereign Vision and Purpose — how you center yourself in the world
- 
Strategist Structure and Mastery — how you organize your life and self
- 
Nurturer Care and Empathy — how you care for yourself and others
- 
Lover Desire and Beauty — how you relate to others and objects
- 
Dreamer Imagination and Inspiration — how you dream up things
- 
Storyteller Communication and Synthesis — how you think and process
- 
Renegade Invention and Disruption — how you handle the unexpected
- 
Transformer Mystery and Regeneration — how you process deep change
- 
Warrior Challenge and Defense — how you muster your courage
- 
Explorer Adventure and Truth — how you learn, expand and teach



Archetypes at Work™

Brought to you by:

