

BRAND ARCHETYPES

Caregiver

CHARACTERISTICS	SUMMARY
<ul style="list-style-type: none"> • Altruistic, selfless • Nurturing, compassionate, empathetic • Supportive, generous 	<p>The Caregiver is an altruist, moved by compassion, generosity, and selflessness to help others. The Caregiver helps us raise our children, aid those in need, and build structures to sustain life and health. In the Caregiver's shadow is martyrdom and enabling behaviors.</p>

RULER

CHARACTERISTICS	SUMMARY
<ul style="list-style-type: none"> • Manager, organizer, take charge attitude • Efficient, productive • Confident, responsible, role model 	<p>The Ruler inspires us to take responsibility for our own lives, in our fields of endeavor, and in society at large. The Ruler creates environments that invite in the perspectives of all concerned. In the Ruler's shadow is a temptation to dominate others.</p>

Creator

CHARACTERISTICS	SUMMARY
<ul style="list-style-type: none"> • Innovative, imaginative, artistic • Experimental, willing to take risks • Ambitious, desire to turn ideas into reality 	<p>The Creator fosters all imaginative endeavors, from the highest art to the smallest innovation in lifestyle or work. Adverse to stasis, it helps us express ourselves in beautiful ways. In the Creator's shadow is a tendency to overload our lives with constant new projects.</p>

Innocent

CHARACTERISTICS	SUMMARY
<ul style="list-style-type: none"> • Wholesome, pure • Forgiving, trusting, honest • Happy, optimistic, enjoy simple pleasures 	<p>Every era has myths of a promised land where life will be perfect. The promise of the Innocent is that life need not be hard. The Innocent is the spontaneous, trusting child that has the optimism to take the journey. In the Innocent's shadow is dependency.</p>



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Mentor

CHARACTERISTICS	SUMMARY
<ul style="list-style-type: none"> • Thinker, philosopher, reflective • Expert, advisor, teacher • Confident, in-control, self-contained, credible 	<p>The Mentor (also referred to as the Sage) seeks truths that will set us free. The Mentor can help us become wise, to see the world and ourselves objectively, and to course-correct based on objective analyses of the results of our actions and choices. In the Mentor's shadow is the temptation of dogma.</p>

EXPLORER

CHARACTERISTICS	SUMMARY
<ul style="list-style-type: none"> • Searcher, seeker, adventurous, restless, desire excitement • Independent, self-directed, self-sufficient • Value freedom 	<p>The Explorer (also referred to as the Seeker or Wanderer) leaves the known to discover and explore the unknown. This rugged individual braves loneliness and isolation to seek out new paths. This iconoclastic archetype helps us discover our uniqueness, our perspectives, and our callings. In the Explorer's shadow is a tendency to be oppositional.</p>

MAGICIAN

CHARACTERISTICS	SUMMARY
<ul style="list-style-type: none"> • Shaman, healer, spiritual, holistic, intuitive • Value magical moments and special rituals • Catalyst for change, charismatic 	<p>The Magician searches out the fundamental laws of science and/or metaphysics to understand how to transform situations, influence people, and make visions into realities. It galvanizes energies for good. In the Magician's shadow is the temptation to use power manipulatively.</p>

Rebel

CHARACTERISTICS	SUMMARY
<ul style="list-style-type: none"> • Rebellious, shocking, outrageous, disruptive • Feared, powerful • Countercultural, revolutionary, liberated 	<p>The Rebel (also referred to as the Outlaw) embodies repressed rage about structures that no longer serve life even when these structures still are supported by society or by our conscious choices. The Rebel weeds the garden in ways that allow for new growth. In the Rebel's shadow is ruthlessness.</p>



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HERO

CHARACTERISTICS	SUMMARY
<ul style="list-style-type: none"> • Warrior, competitive, aggressive, winner • Principled, idealist, challenge “wrongs,” improve the world • Proud, brave, courageous, sacrifice for greater good 	<p>The Hero (also referred to as the Warrior) is the one that rides over the hill and saves the day, even when everything seems lost. Tough and courageous, this archetype helps us set and achieve goals, overcome obstacles, and persist in difficult times. In the Hero’s shadow is a tendency to see others as enemies and to think in either/or terms.</p>

Jester

CHARACTERISTICS	SUMMARY
<ul style="list-style-type: none"> • Clown, jester, trickster • Playful, take things lightly, create a little fun/chaos • Impulsive, spontaneous, lives in the moment 	<p>The Jester urges us to enjoy the process of our lives. The positive Jester invites us all out to play – showing us how to turn our work, our interactions with others, and even the most mundane tasks into fun. In the Jester’s shadow is laziness and dissipation.</p>

Regular Guy/Gal

CHARACTERISTICS	SUMMARY
<ul style="list-style-type: none"> • Not pretentious, straight shooter, people-oriented • Reliable, dependable, practical, down to earth • Value routines, predictability, the status quo, tradition 	<p>The Regular Guy/Gal (also referred to as the Orphan) understands that everyone matters, just as they are. Down-home and unpretentious, it teaches us with empathy, realism, and street smarts. In the Regular Guy/Gals’s shadow is a wounded and orphaned child that expects very little from life.</p>

Lover

CHARACTERISTICS	SUMMARY
<ul style="list-style-type: none"> • Seek True Love, intimacy, sensuality • Passionate, sexy, seductive, erotic • Seek pleasure, to indulge, follow emotions 	<p>The Lover governs all kinds of love – from parental love, to friendship, to spiritual love – but we know it best in romance. It helps us experience pleasure, achieve intimacy, make commitments, and follow our bliss. In the Lover’s shadow is heartache and drama.</p>



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