

WHAT'S YOUR LEADERSHIP STYLE? THE ARCHETYPES WORKBOOK





What's Your Leadership Style? The Archetypes Workbook

Think about Richard Branson, Jack Kerouac's *On the Road* and Patagonia. One is a person, one is a book and one is a brand, but they all carry a similar energy—one of adventure, travel and seeking. In archetypes, each represents the Explorer.

Psychologist Carl Jung was the first to use the term “archetype”—which means “original pattern” in ancient Greek—to explain the recurring patterns and universal themes found in our collective human experience. In Jungian psychology, these recurring patterns are thought to drive our unconscious behaviors and motivations. As Jung wrote in *The Structures and Dynamics of the Psyche*, archetypes are “the living system of reactions and aptitudes that determine the individual's life in invisible ways.”

Several decades later, [Dr. Carol Pearson](#) narrowed Jung's archetypes to the 12 most common patterns and pioneered the use of this 12 archetype framework in organizations. [CultureTalk](#), where I was certified in archetypal leadership training, built on Dr. Pearson's work by creating an archetypal assessment for both individuals and organizations to support leadership and culture work.

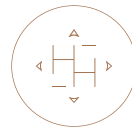
In this workbook, we're going to explore your leadership style through the lens of archetypes. To be clear: **This is not an assessment.** CultureTalk offers an archetypal assessment if you're interested in taking it.

Instead, we're going to use the descriptions across all twelve archetypes to help us better understand and intentionally articulate your innate leadership style (we contain multitudes, afterall). What new words and phrases do these archetypal descriptions offer up that help you better articulate what you've always known about yourself as a leader? What archetypal descriptions speak to your central beliefs and values as a leader? Which archetypal energies are you most drawn to?

In partnership with the **Articulate Your Skills & Strengths: Personal Branding Workbook**, my hope is that you'll walk away with a clearer understanding of your innate leadership style and rich language to articulate what you're proud to bring to the table, which you can use in everything from pitch decks to your LinkedIn profile.

We'll start by getting familiar with each of the twelve archetypes and the language we associate with them. As you read through the descriptions, circle any language that speaks to your leadership style and approach.

Let's dive in.



Leadership Through the Lens of Archetypes



The Innocent

The Innocent story is one of goodness and hope. The promise of the Innocent is that life isn't that hard—you can live out your best values, no matter what is going on, by following simple guidelines. Innocents believe nothing is as bad as it seems.

Innocent is the archetype of trust—trusting oneself and trusting others.

Innocents are hopeful optimists. They have a keen sense of wonder and are good at “keeping the faith.” This is not because they're blind to what's happening in the world, but because they believe we can still live in alignment with our values and be good to one another regardless of the circumstances.

Innocent leaders rely on a strong sense of values, a drive to look for the simplest solutions and a quiet fortitude that people respect. They believe in basic goodness and know how to quietly bring out the best in others.



The Everyperson

The Everyperson story is one of overcoming past hurt and disappointment and developing a strong sense of empathy and interdependence. The promise of the Everyperson is that camaraderie, egalitarianism and collective unity will get us through anything.

Everyperson is the archetype of belonging and connecting. People who relate to the Everyperson archetype tend to be highly empathetic, have a strong sense of what's fair and celebrate the real-life, everyday experiences of people.

Everyperson leaders are empathetic, community-minded and often prefer to operate behind the scenes. Their leadership is driven through an overall consensus of democracy—they have no patience for elitism. The concerns of those who follow them are always front and center. They tend to lead with the message “I'm just like you.”



Leadership Through the Lens of Archetypes



The Hero

The Hero is the story of the challenge to be met and the dragon to be slayed. The promise of the Hero story is that all good and important things are accomplished by achieving, enduring and winning.

The Hero is the archetype of courage, and those who relate to the archetype are often highly-motivated, assertive and know how to persevere. They have the courage to stand up for their beliefs, are competitive by nature and are skilled at both setting and achieving high-performance goals.

Heroe leaders are known for inspiring others into action. They teach us how to compete, to act, to acquire skill and to win. Evolved Hero leaders are especially good at inspiring others to use their strength and courage to make a difference in the world.



The Caregiver

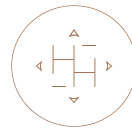
The Caregiver is the story of the nurturer. The promise of the Caregiver story is that if we take care of the needs of others, the rest will take care of itself.

The Caregiver is the archetype of compassion. Those who resonate with the Caregiver archetype are altruistic, generous and empathetic. They know how to advocate for people in need of support and are skilled at developing and mentoring others.

Caregiver leaders have an expansive sense of compassion and concern for their employees, partners and community. They know how to blend selflessness with encouragement and compassion with action. Their nurturing nature inspires empathy and generosity in others.

Where the Hero leaders teach us courage and how to fight the good fight, the Caregiver archetype teaches us how to take care of everyone in the race, regardless of their position.

It's also worth noting that The Hero and Caregiver archetypes only function in opposition to other people. The Caregiver needs people to nurture; the Hero needs a dragon to slay.



Leadership Through the Lens of Archetypes



The Explorer

The Explorer is the story of looking for meaning in places undiscovered and unexplored. The Explorer journey is both inner and outer—Explorers are motivated to find what in the outer world speaks to their inner needs, preferences and hopes.

The Explorer is the archetype of freedom. Those who resonate with the Explorer archetype are often seekers driven by the search for authenticity, uniqueness and adventure. They like to do things differently, have a strong sense of what's important to them and easily embrace change.

As leaders, Explorers are open, curious and believe there's a better way ahead. They are often at the forefront of new ideas, industries and technologies. Explorer leaders tend to be independent leaders who inspire others not by nurturing like Caregivers or inspiring people into action like Heroes but by going to places unexplored and reporting back.

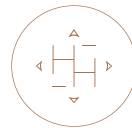


The Lover

The Lover is the story of looking for meaning through attachment—whether that's attachment to a cause, a community, an organization or a person.

The Lover is the archetype of intimacy. Those who relate to the Lover archetype are often skilled at seeing and appreciating the gifts of others, creating harmony and consensus among groups and relationship-building.

Lovers take their knack for relationship building and nurturing into their role as leaders. They are skilled networkers and often lead from a place of connection and mutual understanding. Lover leaders know how to make the people they work with feel special.



Leadership Through the Lens of Archetypes

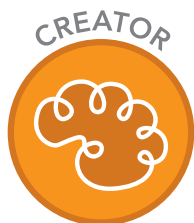


The Revolutionary

The Revolutionary is the story of overthrow and change; of endings and new beginnings. The Revolutionary journey is about destroying what isn't working so a new path can be forged.

The Revolutionary is the archetype of disruption. Those who relate to the Revolutionary archetype are often good at closure and completion—they know when something has run its course and are comfortable moving on in the spirit of creating something better and new.

Revolutionary leaders are bold innovators. They are driven by a desire to right the wrongs they see in the world and are often unconventional thinkers. They are comfortable breaking rules, thinking outside the box and moving beyond the limitations that hold others back.

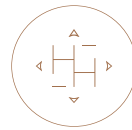


The Creator

Whereas the Revolutionary was the story of endings, the Creator is the story of new beginnings. The Creator's journey is about channeling life's energy into creating new experiences, ideas, approaches, solutions, art and more.

The Creator is the archetype of self-expression. Those who relate to the Creator archetype often have a natural creative drive, value authenticity and trust their imaginative capacities. Creators are inherently non-conformist.

Creator leaders are married to the creative process—they go where it takes them. They have the ability to interpret what the world needs and offer solutions in the form of art, inventions or products. While Creator leaders are highly imaginative, many also tend to be great at structure—they can see the bigger vision and create a path to get there. Creator leaders give meaning to our experiences through what they build, inspiring those around them with their vision and creations.



Leadership Through the Lens of Archetypes



The Ruler

Ruler is the story of power, control and bringing order to teams, organizations and communities through systems and authority.

Ruler is the archetype of power.

The Ruler Leader is strong and decisive; there's no question who is in charge. They have a clear sense of what's best—for a team, organization or community—and believe it is their responsibility to get everyone there. Rulers do not see failure as an option.



The Magician

The Magician is the story of possibility and envisioning a new future for ourselves, our businesses, our community, our society and the world.

The Magician is the archetype of transformation. When we think about the Magician archetype we often think of witches and wizards, but the modern day interpretation is of people who can connect inner consciousness with outer performance.

Magician Leaders are visionaries—they often create entirely new industries and ways of thinking by seeing opportunities others do not. As leaders, they are connected to others—they believe transformation begins in the minds, hearts and attitudes of people. Their enthusiasm, positive thinking and commitment to discovering what's possible inspires people into moving forward.

Both The Ruler and the Magician are drawn to groups, organizational systems and power. Where the Rule seeks to control and stabilize the system, the Magician seeks to re-imagine, transform or heal it.



Leadership Through the Lens of Archetypes



The Sage

The Sage is the story of seeking truth, knowledge and wisdom.

Sage is the archetype of truth. Those who relate to the Sage archetype are often intellectually curious, open to new ideas and driven to find answers. They are critical thinkers, skilled at connecting the dots between past and present, and great debaters.

Sage leaders are generous teachers and mentors. They are deep thinkers who are often sought out for their straight talk and trusted solutions. Well-developed Sages are wise, articulate leaders who are constantly seeking clarity, insight and wisdom and have the confidence to discern the truth.



The Jester

The Jester Archetype is the pursuit of joy and happiness—they want to enjoy their lives and live in the moment. Because Jesters are able to hold the world lightly around them, they are often our under-the-radar truth-tellers; they can see and express truths in a funny, lighthearted way others cannot.

The Jester is the archetype of play.

Jester leaders are fun-loving, persuasive leaders who don't take themselves too seriously. As I mentioned earlier, because they're happy to break rules, they're often really innovative, out of the box thinkers. And because they say everything with a smile, they tend to be society's truth tellers (like our comedians). At their best, they know how to bring people together and spread joy, no matter the tasks.

The playful energy of the Jester is balanced by the seriousness of the Sage. Both the Sage and Jester seek a certain freedom and non-attachment from the world, but the Sage finds that through objective understanding and intellectual detachment and mastery where the Jester finds it by reveling in life's joys and laughing at its absurdities.



Leadership Through the Lens of Archetypes

Reading through the archetypes, which leadership descriptions do you feel most connected to?

Which words and phrases did you circle that best articulate your own leadership style? List them below.

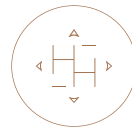


Your Leadership Power Team

This exercise looks at how certain archetypal strengths and qualities support you across four levels: **Stability, Mastery, Belonging and Growth**. When thinking about how you make things work as a leader, for example, do you resonate most with the language associated with the Caregiver, Creator or Ruler (or a mix of them)?

Using the Archetypes Power Team framework below, answer the questions on the following page. Feel free to go back to the archetype descriptions and pull some of that language into this exercise as you work through the questions. And remember: we're more interested in the language associated with the archetypes than the archetypes themselves. Give yourself lots of freedom to jot down the words and phrases that best describe your leadership approach, even if they're across archetypes.

STABILITY: <i>Making things work</i>		
 CAREGIVER People/service/developing potential	 CREATOR Ideas/imagination/inventing	 RULER Progress/responsibility/leading the way
MASTERY: <i>Getting results</i>		
 HERO Achievement/action/making a difference	 MAGICIAN Transformation/vision/seeing possibilities	 REVOLUTIONARY Reform/activism/challenging the status quo
BELONGING: <i>Working with others</i>		
 EVERYPERSON Interdependence/empathy building community	 JESTER Joy/ingenuity/lightening things up	 LOVER Connection/appreciation/building relationships
GROWTH: <i>Learning and adapting</i>		
 EXPLORER Discoveries/initiative/scouting new terrain	 INNOCENT Belief/positivity/living values	 SAGE Answers/curiosity/thinking critically



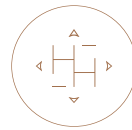
Your Leadership Power Team

What language best describes how you **make things work**? What additional words or phrases would you add here? *For example, when making things work, do you rely on your ability to develop potential in people (Caregiver) your vision and big ideas (Creator) and/or your ability to lead people responsibly and with a structured plan (Ruler)?*

What language best describes **how you get results**? What else would you add here?

What language best describes **how you work with others**? What else would you add here?

What language best describes **how you learn and adapt**? Again, what else would you add here?



Your Leadership Worldview

Next, let's explore your leadership worldview using the language associated with the worldviews of the archetypes. Circle the three statements that feel most true to you.

I believe...

I believe the world is ultimately a good and welcoming place.

I believe in respecting and celebrating the ordinary, real-life experiences of people.

I believe each person deserves the same opportunities in life.

I believe people who work the hardest deserve the most success.

I believe the world is survival of the fittest.

I believe in freedom and autonomy.

I believe it is more important to take care of one another than to win the proverbial race.

I believe life is all about finding meaning—in people, places and experiences.

I believe in individuality and living out the full potential of one's purpose and mission in life.

I believe it is our job to right the wrongs we see in the world.

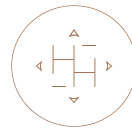
I believe the only way anything gets accomplished is in together; that we are co-creating the world.

I believe we each must take responsibility for the state of our lives.

I believe what can be imagined can be made possible.

I believe change starts from within.

I believe life is a search for truth.



Leadership: How I Lead

Finally, how do you lead? With plans and structure or joy and humor? With your gut or with power? Again, circle the three statements that feel most true to you.

—

I lead...

I lead with authority and power

I lead with empathy and compassion

I lead with my gut and intuition

I lead by modeling and example

I lead with plans and structure

I lead with logic and reason

I lead with accountability

I lead with values and purpose

I lead with integrity and morals

I lead with creativity and an eye towards innovation

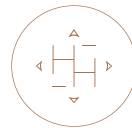
I lead with generosity

I lead with joy and humor

LEADERSHIP STYLE: A SNAPSHOT

Finally, we'll use the next page to pull together a snapshot of your innate leadership style. Go back and look at all the words and phrases you've circled and written down and use them to answer the following:

- What words and phrases best describe my leadership style?
- How would I describe my leadership style in 3 - 5 sentences?
- How do I view the world as a leader?
- How do I innately lead?



Leadership Style: In Your Words

Words & Phrases that
Describe My Leadership Style

How I Describe My Leadership
Style in 3 - 5 Sentences

How I View the World

How I Lead

Nice Work! You Now Have Leadership-Based Talking Points.

I hope this exercise offered a new lens through which to view your leadership approach and introduced fresh ways of thinking and talking about your innate leadership style.

Keep this workbook close as you update your bio and LinkedIn, draft new copy for your website and prepare for interviews and pitch meetings. In partnership with the **Articulate Your Skills & Strengths: Personal Branding Workbook** you'll have strong, intentional strengths and leadership-based talking points to pull from when you need them the most.

To continue thoughtfully exploring your personal brand, be sure to also check out **How to Build an Intentional Thought Leadership Strategy: Workbook**.

Workbook Sources: CultureTalk Training, The Hero & The Outlaw by Margaret Mark and Carol Pearson; Awakening the Heroes Within by Carol Pearson.



Alex Honeysett is a seasoned Brand & Communications Strategist with 15+ years of experience leading communication and PR campaigns for corporations and small businesses in media, education, finance, fintech, professional services, healthcare and more. Alex has helped dozens of executives and business owners build intentional personal brands and human-centric PR and marketing strategies. She has landed executives guest blogs and op-eds in leading publications including the *Wall Street Journal*, *Entrepreneur*, *Fast Company* and *Inc.com*; speaking gigs at conferences around the world including SxSW, Emerging Women, CHRO Leadership Summit and more; and media coverage in outlets including *The Today Show*, *Mashable*, *BBC*, *NPR*, and *CNN*. Her own articles have been featured in *The Muse*, *Forbes*, *Inc.com*, *Mashable*, *Dailyworth*, *TIME* and *Newsweek*. As the founder of **Human at the Helm**, Alex helps values-driven business leaders more meaningfully promote their businesses and work.

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