

Exploring Leadership Archetype Descriptions

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“All **the world's a stage** ... And all the men and women **merely players**,”

Wm. Shakespeare

An archetype is a pattern of consciousness or energy that orders parts of the human psyche into patterns of growth and inner revelations. When we introduce archetypes in coaching there is a certain discernment and liberation that occurs when people understand they have a choice about how they show up with, or relate to others. Raising the level of conscious awareness is the magic wand of the coach and it begins with our level of attention to our own patterns of behaviors - the light or strength in each and the shadow often unconsciously at play. When you examine the energy that animates you, you can realize how it serves you and others to distinguish patterns of behaviors within the roles you play in the world.

For example, every adult plays many roles in daily activities – mom, sister, father, brother, son, daughter, organizer, adventurer, coordinator, caretaker, banker, healer, chauffeur, counselor, champion, athlete, teacher, chef, gardener. These roles are specific and each requires a unique way of being. A son behaves differently than a father in their interactions and relationship. And those patterns of behavior actually help to shape a societal or universal experience of that archetype. Dr. Carolyn Myss explains it this way, “*an archetypal pattern informs our behavior (why we do what we do) and brings the spirit into the psyche. It’s the way through which your ego and psyche (soul) meet and work together. Archetypes are the alphabet of symbolic language.*”

Archetypes are used broadly in creating personas for advertising campaigns as well. Everyone who has ever produced a product or created an application for technology, designed clothing is very clear about who will likely try their goods. Toms Shoes, for example marketed widely to the global citizen, comfy traveler and mission minded types. Nike to the “elite athlete.” McDonalds to working moms with active families to catch them between activities. Knowing more about using archetypes makes us more relevant in the way we connect to others just as those in marketing have learned to speak to a specific audience when they want to sell a product. By speaking to others this way, we accelerate their ability to take a deeper look at their behaviors so they awaken to the potential as they become more self-aware and present.

Every leader also plays symbolic roles depending on who they encounter or work with each day. Most easily adapt to manager, mentor, advisor, coach, colleague, challenger, teacher, and champion. Even the comprehensive role of leader can be distinct depending on situations and the needs of those being led.

Being a great leader requires heightened levels of authenticity, candor, direct communication, truth, vision, compassion, influence, social intelligence and gravitas. Those qualities are developed over the course of a lifetime and are often easily captured in how others' describe their experience of those who lead:

"Debbie is a storyteller that captivates the company in her weekly town hall meetings."

"Frank is collaborator who can accelerate any team performance"

"Anne is a revolutionary who challenges the status quo."

"Mark is a physician leader who can bridge the world of healing and system teaming for great patient outcomes"

We all speak the language of archetypes unconsciously and quite often. Each archetype or pattern of energy witnessed in conversation can help others understand how they are perceived and experienced. Offering other options for exploration can also open the person's lens to see the world around them in new and often more playful ways.

Over the past few decades, leadership assessments, tests and surveys have focused on labeling primary types, typically in quadrants that show levels of energy spent with a personality or ego response to the outer world. We believe those assessments have value, yet many people often feel limited or categorized as a result. We have seen some sales organizations that would not hire introverts for example, stating that they wanted only people who could put themselves 'out there.' We have seen the Enneagram (an ancient and sacred archetypal model) misused by practitioners who explained that if you were a heart centered person, you couldn't have a lot of business acumen or make your way to the top. We have see HR directors steer clear of Drivers who might have been the best fit for a management role, because they felt they didn't have the people skills based on a test. So while we will introduce some of these assessments to you as a way of exploration into "who you are" and are becoming as a coach. During the course, you

may wish to find certifications to build on as you go through the coaching program. We are more intent on sharing language – the coach’s paintbrush – to help you begin to use what is a

natural way of helping your clients shift their mindsets and experiences based on how you mirror back what you behold in them – their current archetype or behavior you will learn to capture as an observable action and metaphor to help them determine how that role or character serves them or help them find another, more empowering one that is also true for them and can serve better in the specific situation. In order for you to artfully or competently use this language you will want to first experience having us work with you around these patterns or archetypes during the intensives and classes.

All of this awareness building begins with you and your ability to become fully present and aware of the many voices at play in your own mind and psyche.

We all wonder at some point in our lives who we really are and what our purpose is on this planet. It is the quintessential question humans ask, and the key reason people hire coaches – to help them determine and honor the best of who they are, and to manifest a meaningful life.

As part of your practice over the course of this program we will ask that you meet some of your primary archetypes and befriend them so you more easily create bridges to awareness for those who you will coach. Read the list below and get comfortable with the one or two you think best describes your leadership contributions in the world around you today, or in your immediate past roles.

Visionary	Guru	Enthusiast	Sherpa	Guide
Creator	Architect	Engineer	Loyalist	Director
Conductor	Driver	Challenger	Reformer	Performer
Story-teller	Teacher	Activist	Pioneer	Crusader
Caretaker	Driver	Master	Individualist	Humorist
Partner	Manager	Organizer	Rebel	Queen

There are many others so add your own!