



ARCHETYPES PRIMER

The Purpose Behind a Purpose

FOR REFERENCE ONLY

UPDATED / 02.12.24



INSTRUCTIONS

Using this deck

Fostering a deep understanding of archetypes and archetypal thinking is impossible in a couple of hours. However, that's not necessary for brand teams to effectively use archetypes to build brand strategies and creative outputs. With this deck, you can crash course teams on the basics of what archetypes are, how they manifest in our day-to-day, and how brands can leverage their power to build strong foundations that change behavior.

I have included notes on each page for you to review and absorb. They will guide you on that slide's purpose and its key takeaways to help you ensure the audience gets what they need from it.

In order to use this deck effectively, however, you must have a strong understanding of archetypes and how they're used. Presumably you've read the book, *Mass Behaving*, and possibly have read the other books under the suggested reading section.

During presentation, you must encourage questions from the team. This is most effective when you've levelset them with the grace to do so. They should feel safe that there are no dumb questions.

I have found that addressing the complexity of the topic and the cerebral nature of this deeply psychological subject is a good way to give permission to engage and the safety to not know. However, that safety is fragile so you, the presenter, must be prepared to answer questions as thoughtfully, but concisely as possible. Your goal is to clear up misconceptions, many of which I've outlined in the book.

Finally, I have found the Archetypes Wheel diagram to be highly effective especially when launching into the quiz slide. I suggest printing these out, or instructing someone else to if this is remote, and having them reference to answer.

Most of all, don't forget to make this fun. Passionate presenters keep attention and that passion is positively contagious.



INSTRUCTIONS

Suggested Tools

Fostering a deep understanding of archetypes and archetypal thinking is impossible in a couple of hours. However, that's not necessary for brand teams to effectively use archetypes to build brand strategies and creative outputs. With this deck, you can crash course teams on the basics of what archetypes are, how they manifest in our day-to-day, and how brands can leverage their power to build strong foundations that change behavior.



Mass Behaving: Unlock the Power of Branding with Archetypes

A comprehensive, quick guide on what archetypes are, how they're used, and what to avoid. Includes instruction on how to conduct an effective archetype workshop with a team, plus much more.

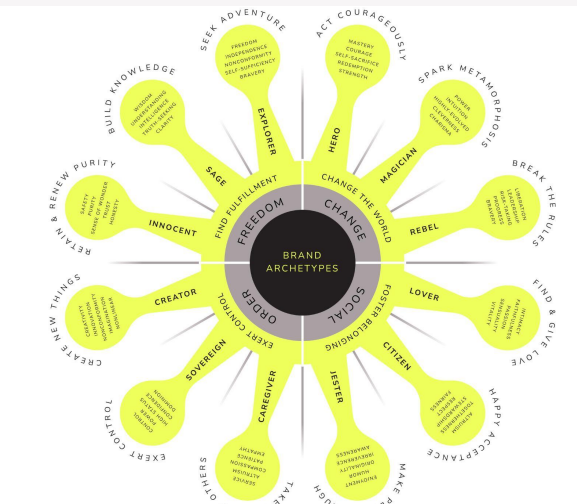
[BUY NOW * \\$29.95](#)



Archetypes Card Deck

This custom deck of cards includes each of the four archetype quadrants, and the twelve archetypes themselves. With custom illustrations that evoke the spirit of the archetype, and details on the back including sample brands, this deck is an invaluable workshop tool.

[BUY NOW * \\$19.95](#)



Archetypes Wheel Diagram PDF

Vibrant and easy to understand, the archetypes wheel diagram is a quick reference on the archetypes and their quadrants. When printed out, it becomes a handy tool for working with archetypes.

[DOWNLOAD * FREE](#)





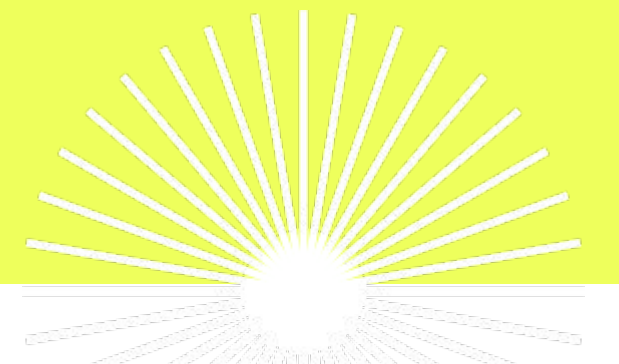
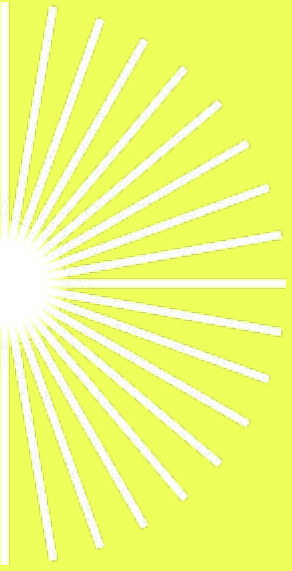
PRESENTATION

Archetypes Primer



QUESTION

What drives human behaviors and behavioral shifts?



WHAT ARE ARCHETYPES?

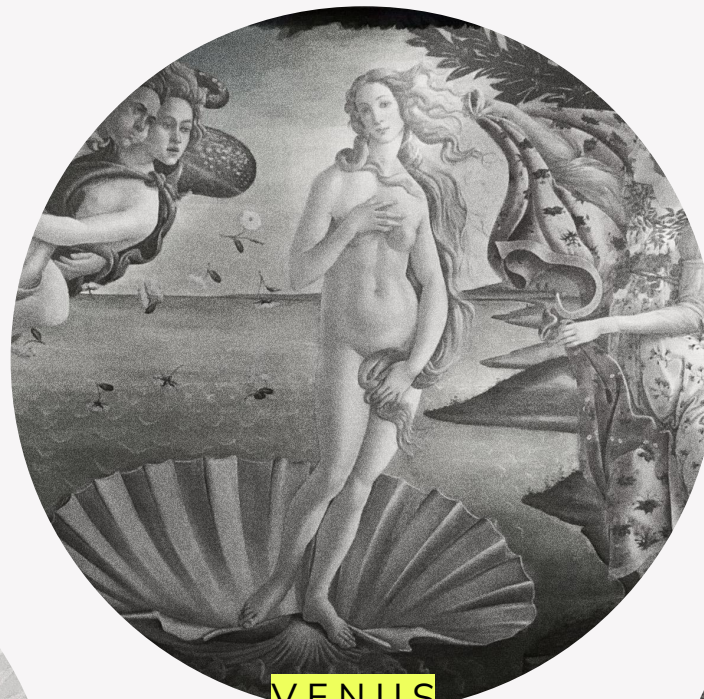
Universal human behavior patterns that unite people across time and geography.



GROUCHO MARX
JESTER



SUPERMAN
HERO



VENUS
LOVER



MARCO POLO
EXPLORER



YO DA
SAGE



WHY USE ARCHETYPES?

Motivate behavioral change

WHAT THEY HAVE	WHAT THEY'RE MISSING	IRL EXAMPLE
Stability and control, safety	A sense and understanding of oneself, fulfillment	Children reaching adulthood
Instability, chaos, disorder	Order and structure, stability	Cleaning up the house
Isolation, disconnection	Belonging and togetherness	Dating and networking
Injustice, exploitation of the vulnerable	Change and metamorphosis	Social justice movement



DEFINING ARCHETYPES

Four quadrants of motivation

FIND
FULFILLMENT

CHANGE
THE WORLD

EXERT
CONTROL

FOSTER
BELONGING



FIND FULFILLMENT

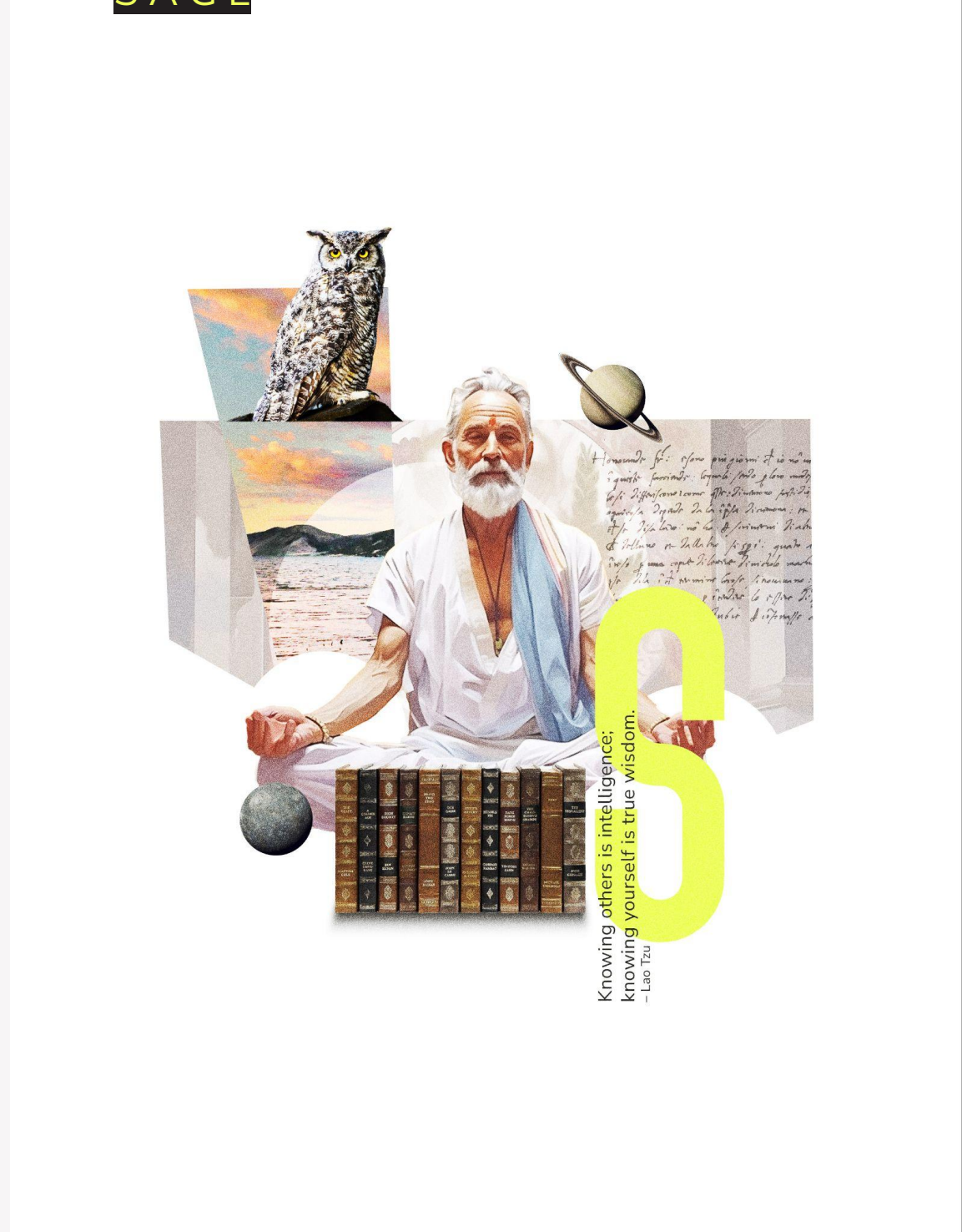
EXPLORER



Never did the world make a queen of a girl who hides in houses and dreams without traveling.

- Roman Payne

SAGE



Knowing others is intelligence; knowing yourself is true wisdom.

- Lao Tzu

INNOCENT



At the core of your heart, you are perfect and pure. No one and nothing can alter that.

- Amit Ray



CHANGE THE WORLD

HERO

STARS AND STRIPES FLY ATOP MT. SURIBACHI—ACHIEVED BY THE T WORK OF NAVY, MARINE COAST GUARD.

H

A hero is an ordinary individual who finds the strength to persevere and endure in spite of overwhelming obstacles.

— Christopher Reeve

MAGICIAN

M

The world is full of magic things, patiently waiting for our senses to grow sharper.

— W. B. Yeats

REBEL

R

Rebel children, I urge you, fight the turgid slick of conformity with which they seek to smother your glory.

— Russell Brand



FOSTER BELONGING

JESTER



CITIZEN



LOVER



EXERT CONTROL

CAREGIVER



CREATOR



SOVEREIGN



DEFINING ARCHETYPES

Three archetypes per category

	ARCHETYPE	ACTION	DRIVERS
CHANGE	Hero	Act Courageously	Mastery, Self Sacrifice, Courage, Redemption, Strength
	Magician	Spark Metamorphosis	Power, Intuition, Cleverness, Charisma, Highly Evolved
	Rebel	Break the Rules	Liberation, Leadership, Progress, Bravery
BELONGING	Lover	Find & Give Love	Intimacy, Faithfulness, Passion, Sensuality, Vitality
	Jester	Have Fun	Enjoyment, Humor, Originality, Irreverence, Awareness
	Citizen	Come as You Are	Togetherness, Stewardship, Altruism, Respect, Fairness
CONTROL	Caregiver	Care for Others	Service, Compassion, Patience, Empathy
	Sovereign	Exert Control	Dominion, Power, Confidence, Rules, High Status
	Creator	Craft New Things	Innovation, Creativity, Imagination, Nonlinear
FULFILLMENT	Explorer	Independence	Freedom, Independence, Bravery, Self-sufficiency
	Sage	Self Awareness	Wisdom, Understanding, Intelligence, Clarity, Truth
	Innocent	Retain & Renew Faith	Safety, Wonderment, Purity, Trust, Honesty

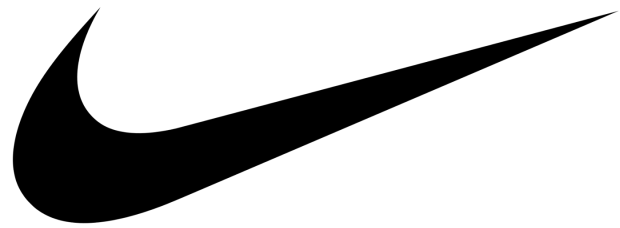


DEFINING ARCHETYPES

Archetypes are
NOT personalities

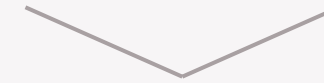


ARCHETYPES IN ACTION



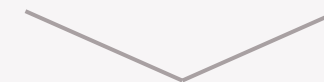
ARCHETYPE

The Hero



PURPOSE

to move the world forward through the power of sport – breaking barriers and building community to change the game for all.*

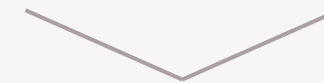


PERSONALITY

Motivational

Energetic

Expressive

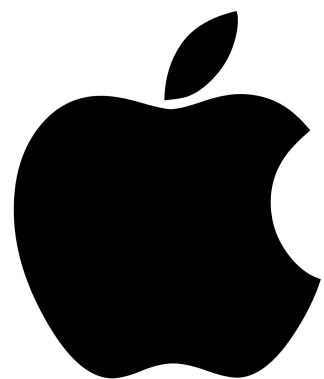


VERBAL IDENTITY

Just do it[®]

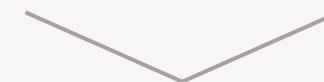


ARCHETYPES IN ACTION



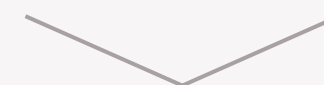
ARCHETYPE

The Creator



PURPOSE

to think differently

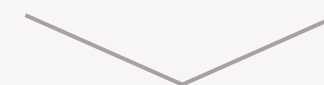


PERSONALITY

Minimalist

Inspirational

Playful



VERBAL IDENTITY

Think different®

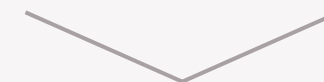


ARCHETYPES IN ACTION



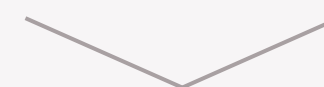
ARCHETYPE

The Magician



PURPOSE

fulfill dreams through the experiences of motorcycling

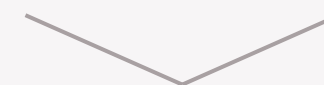


PERSONALITY

Adventurous

Rebellious

Steadfast



VERBAL IDENTITY

American by birth.
Rebel by choice.®



ARCHETYPE MATCHING

Pop quiz!



CAREGIVER



HERO



SAGE



REBEL



EXPLORER



SOVEREIGN



CITIZEN

