

# Archetypes



## **Examples**

Mother Teresa; Goodwill Industries International; Johnson & Johnson; State Farm insurance

## **The Quest**

Seeks to heal the wounds of others or self

## **The Gift**

Alleviates suffering and leads others to greater wholeness

## **Response to the Dragon**

Finds its source of pain and attends to it, brings health to the surrounding system so that the dragon is no longer enabled

## **The Shadow Side**

Martyrdom, need for a dysfunction to attend to, resentment toward those complicit in perpetuating dysfunction

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## **Examples**

R2-D2 and C-3PO (or Ron Weasley); FranklinCovey DayPlanner; Apple's Siri virtual voice assistant

## **The Quest**

To provide ready companionship and support to those tasked with urgent things

## **The Gift**

Enables heroes to perform at their peak, provides care, support, loyalty, and life at the hero's most challenging moments

## **Response to the Dragon**

Stands beside the hero without fleeing and endures whatever the hero must endure

## **The Shadow Side**

Offering "blind support", failing to set or challenge the vision, offering reliable resources for an ill-advised mission

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## **Examples**

Martha Stewart; The Home Depot; LEGO

## **The Quest**

To create things that are new; To live a life of vision and new possibility

## **The Gift**

Brings things of value and beauty into existence; Equips others to exercise their own creative voices

## **Response to the Dragon**

Creates ingenious snares, and unexpected solutions

## **The Shadow Side**

Perfectionism; Chronic discontent with current reality; Fixing things that weren't broken

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<b>Examples</b>	George Bailey (from <i>It's a Wonderful Life</i> ); Ford pickup trucks; John Deere tractors; Walmart
<b>The Quest</b>	To bring value and honor to the masses using humble tools
<b>The Gift</b>	Assigns nobility to common virtues, "earthy" values, and humility; Creates belonging and solidarity
<b>Response to the Dragon</b>	Rolls up sleeves and goes to battle with expectation of self sacrifice; Gives to the greater good at the expense of self
<b>The Shadow Side</b>	Feeling of being marginalized; Identity sublimated in service of the whole; Resentment toward the "haves"

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<b>Examples</b>	Make-a-Wish Foundation (and many other nonprofits); MacArthur "Genius" Grant; The Powerball lottery
<b>The Quest</b>	To watch over those who are vulnerable; To save the day by providing good things, just in time
<b>The Gift</b>	Provides resources and opportunities to those who might otherwise not have them
<b>Response to the Dragon</b>	Bestows resources upon the afflicted so that they may be armed against the dragon
<b>The Shadow Side</b>	Gives and then leaves; Providing token gifts without true sustainable support; Creating dependence without teaching self reliance

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## **Examples**

Luke Skywalker; US Marine Corps or Navy SEALs; Nike or Adidas

## **The Quest**

To accomplish the most difficult goals that are beyond the reach of "ordinary" people through strengths and competence

## **The Gift**

Through extraordinary acts of courage, creates a better world for other to enjoy; Enables others to discover their own inner strength

## **Response to the Dragon**

Draw their swords and lead the way into battle without fear

## **The Shadow Side**

Arrogance; lack of empathy for the weak or the wounded; "Needs" a battle to fight

# Archetypes



## **Examples**

Forrest Gump, Pee-wee Herman, Mr. Rogers, Jello brand pudding, Disneyland

## **The Quest**

To move through life with a sense of uncomplicated wonder

## **The Gift**

A path to deep wisdom by connecting with purity; attainment of transcendence through the simplest of virtues; Connects others to these simple virtues

## **Response to the Dragon**

Outwit the dragon, perhaps inadvertently, by maintaining an almost childlike faith in deeply held principles; Expose the compromised/dark side of the dragon

## **The Shadow Side**

Naivete; Difficulty in embracing ambiguity, complexity, and gray areas of life

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## **Examples**

Jon Stewart (of *The Daily Show*); Mark Twain; *Saturday Night Live*

## **The Quest**

To create laughter—often in the pursuit of illuminating deeper truths

## **The Gift**

Provides laughter and enjoyment; Holds up a mirror to society; Enables people to see the truth of their own lives without defensiveness

## **Response to the Dragon**

Expose and neutralize it through satire

## **The Shadow Side**

Frivolity of the time-wasting sort; Revealing others but absolving self



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## **Examples**

Don Juan; Hallmark Cards; Chanel No. 5; L'Oréal

## **The Quest**

Transcendence through beauty, relationship, or sensual experience

## **The Gift**

Strong loyalty and sense of union; Intimacy with others; Invite others to escape from the mundane through heightened feeling

## **Response to the Dragon**

"Seduce" it, or convert the challenge into a lovely experience

## **The Shadow Side**

Hedonism; Enmeshment with the other at the risk of losing the self (codependency)

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<b>Examples</b>	Yoda; Oprah Winfrey; Oxford University; <i>Harvard Business Review</i>
<b>The Quest</b>	To pass wisdom along to others
<b>The Gift</b>	Leads other to truth; Enables other to build capabilities or find their true potential
<b>Response to the Dragon</b>	Encourages others to face the trial as a path to enlightenment
<b>The Shadow Side</b>	Focus on abstract truth without appreciation for pragmatic truth; A "teacher" who can't "do."

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<b>Examples</b>	Al Gore ( <i>An Inconvenient Truth</i> ), Billy Graham, Centers for Disease Control and Prevention, any number of futurist think tanks
<b>The Quest</b>	To discern the forces that shape our current or our future reality, to speak their truth whether it is welcome or not
<b>The Gift</b>	Gives the people an opportunity to capitalize on their changing world (or to turn from their wicked ways)
<b>Response to the Dragon</b>	Predicts the dragon's arrival and puts contingency plans in place
<b>The Shadow Side</b>	Wallowing in "I told you so"s, pious arrogance, leaves those struggling to fend for themselves, may be rejected by those unwilling to receive truth

# Archetypes



## **Examples**

Hunter S. Thompson; Harley-Davidson; Las Vegas Convention and Visitors Authority ("What happens in Vegas stays in Vegas")

## **The Quest**

To experience freedom by throwing off the chains of convention

## **The Gift**

Lead others to find their buried, authentic voices

## **Response to the Dragon**

Seek revenge and hurt the dragon back; or propose contrarian strategies to slay the dragon

## **The Shadow Side**

Taking pleasure in creating disruption, chaos, or shock to others; Alienates others

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## **Examples**

Warren Buffett; Bill Gates; Richard Branson; Microsoft

## **The Quest**

To master the system, and accrue wealth, power, and resources

## **The Gift**

An equitable and benevolent kingdom where others can access resources and opportunity

## **Response to the Dragon**

Marshall power and forces to overcome it

## **The Shadow Side**

Using power in service of the self; Being driven to acquire more without concern for consequences to others

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<b>Examples</b>	Capt. James T. Kirk (Star Trek); Conde Nast; Patagonia; Royal Caribbean Cruise Lines; NASA; Jeep
<b>The Quest</b>	To explore new worlds, uncharted paths, and fresh experiences
<b>The Gift</b>	Lead others to encounter a larger world; Maintain faith in the mission when the journey become perilous
<b>Response to the Dragon</b>	Anticipate the dragon as a necessary part of the journey; Seek growth from encounter with the dragon
<b>The Shadow Side</b>	Rejection of society/separation from the tribe; Life as a hermit; Allergic to boredom or status quo

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<b>Examples</b>	Ken Burns; The Smithsonian Institute; <i>The New York Times</i> ; TEDx talks
<b>The Quest</b>	To inform, captivate, and move others by weaving compelling narratives
<b>The Gift</b>	Holds up a mirror that allows the audience to see itself more fully; Tells stories that foster sense of community and shared self awareness; Gives community a richer sense of who we are by reminding us who we used to be; Carries the memory of who we are to the future
<b>Response to the Dragon</b>	Casts it as a character in the larger narrative so that future generations might understand what we experienced
<b>The Shadow Side</b>	Withdrawal; Narrating events without participating in them; "Revising" history to validate own truth

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## **Examples**

### **The Quest**

Gandalf (or Dumbledore); Steve Jobs; Deepak Chopra; Apple Computer  
To master the laws of the hidden universe in order to conjure miraculous things

### **The Gift**

Interrupts our mundane reality with amazing tools that enable us to do more, be more

### **Response to the Dragon**

Outwit it with amazing spells

### **The Shadow Side**

May unleash a Pandora's Box of unintended consequences