

The 12 Common Archetypes

By Carl Golden



The term "archetype" has its origins in ancient Greek. The root words are *archein*, which means "original or old"; and *typos*, which means "pattern, model or type". The combined meaning is an "original pattern" of which all other similar persons, objects, or concepts are derived, copied, modeled, or emulated.

The psychologist, Carl Gustav Jung, used the concept of archetype in his theory of the human psyche. He believed that universal, mythic characters—archetypes—reside within the collective unconscious of people the world over. Archetypes represent fundamental human motifs of our experience as we evolved; consequentially, they evoke deep emotions.

Although there are many different archetypes, Jung defined twelve primary

types that symbolize basic human motivations. Each type has its own set of values, meanings and personality traits. Also, the twelve types are divided into three sets of four, namely Ego, Soul and Self. The types in each set share a common driving source, for example types within the Ego set are driven to fulfill ego-defined agendas.

Most, if not all, people have several archetypes at play in their personality construct; however, one archetype tends to dominate the personality in general. It can be helpful to know which archetypes are at play in oneself and others, especially loved ones, friends and co-workers, in order to gain personal insight into behaviors and motivations.

The Ego Types



1. The Innocent

Motto: Free to be you and me

Core desire: to get to paradise

Goal: to be happy

Greatest fear: to be punished for doing something bad or wrong

Strategy: to do things right

Weakness: boring for all their naive innocence

Talent: faith and optimism

The Innocent is also known as: Utopian, traditionalist, naive, mystic, saint, romantic, dreamer.

2. The Orphan/Regular Guy or Gal

Motto: All men and women are created equal

Core Desire: connecting with others

Goal: to belong



Greatest fear: to be left out or to stand out from the crowd

Strategy: develop ordinary solid virtues, be down to earth, the common touch

Weakness: losing one's own self in an effort to blend in or for the sake of superficial relationships

Talent: realism, empathy, lack of pretense

The Regular Person is also known as: The good old boy, everyman, the person next door, the realist, the working stiff, the solid citizen, the good neighbor, the silent majority.

3. The Hero

Motto: Where there's a will, there's a way

Core desire: to prove one's worth through courageous acts

Goal: expert mastery in a way that improves the world

Greatest fear: weakness, vulnerability, being a "chicken"

Strategy: to be as strong and competent as possible

Weakness: arrogance, always needing another battle to fight

Talent: competence and courage

The Hero is also known as: The warrior, crusader, rescuer, superhero, the soldier, dragon slayer, the winner and the team player.



4. The Caregiver



Motto: Love your neighbour as yourself
Core desire: to protect and care for others
Goal: to help others
Greatest fear: selfishness and ingratitude
Strategy: doing things for others
Weakness: martyrdom and being exploited
Talent: compassion, generosity
 The Caregiver is also known as: The saint, altruist, parent, helper, supporter.

The Soul Types

5. The Explorer



Motto: Don't fence me in
Core desire: the freedom to find out who you are through exploring the world
Goal: to experience a better, more authentic, more fulfilling life
Biggest fear: getting trapped, conformity, and inner emptiness
Strategy: journey, seeking out and experiencing new things, escape from boredom
Weakness: aimless wandering, becoming a misfit
Talent: autonomy, ambition, being true to one's soul
 The explorer is also known as: The seeker, iconoclast, wanderer, individualist, pilgrim.



6. The Rebel

Motto: Rules are made to be broken

Core desire: revenge or revolution

Goal: to overturn what isn't working

Greatest fear: to be powerless or ineffectual

Strategy: disrupt, destroy, or shock

Weakness: crossing over to the dark side, crime

Talent: outrageousness, radical freedom

The Outlaw is also known as: The rebel, revolutionary, wild man, the misfit, or iconoclast.

7. The Lover

Motto: You're the only one

Core desire: intimacy and experience

Goal: being in a relationship with the people, work and surroundings they love

Greatest fear: being alone, a wallflower, unwanted, unloved

Strategy: to become more and more physically and emotionally attractive



Weakness: outward-directed desire to please others at risk of losing own identity

Talent: passion, gratitude, appreciation, and commitment

The Lover is also known as: The partner, friend, intimate, enthusiast, sensualist, spouse, team-builder.

8. The Creator

Motto: If you can imagine it, it can be done

Core desire: to create things of enduring value

Goal: to realize a vision

Greatest fear: mediocre vision or execution

Strategy: develop artistic control and skill

Task: to create culture, express own vision

Weakness: perfectionism, bad solutions

Talent: creativity and imagination

The Creator is also known as: The artist, inventor, innovator, musician, writer or dreamer.

The Self Types



9. The Jester

Motto: You only live once

Core desire: to live in the moment with full enjoyment

Goal: to have a great time and lighten up the world

Greatest fear: being bored or boring others

Strategy: play, make jokes, be funny

Weakness: frivolity, wasting time

Talent: joy

The Jester is also known as: The fool, trickster, joker, practical joker or comedian.

10. The Sage



Motto: The truth will set you free

Core desire: to find the truth.

Goal: to use intelligence and analysis to understand the world.

Biggest fear: being duped, misled—or ignorance.

Strategy: seeking out information and knowledge; self-reflection and understanding thought processes.

Weakness: can study details forever and never act.

Talent: wisdom, intelligence.

The Sage is also known as: The expert, scholar, detective, advisor, thinker, philosopher, academic, researcher, thinker, planner, professional, mentor, teacher, contemplative.

11. The Magician

Motto: I make things happen.

Core desire: understanding the fundamental laws of the universe

Goal: to make dreams come true

Greatest fear: unintended negative consequences

Strategy: develop a vision and live by it

Weakness: becoming manipulative

Talent: finding win-win solutions



The Magician is also known as: The visionary, catalyst, inventor, charismatic leader, shaman, healer, medicine man.



12. The Ruler

Motto: Power isn't everything, it's the only thing.

Core desire: control

Goal: create a prosperous, successful family or community

Strategy: exercise power

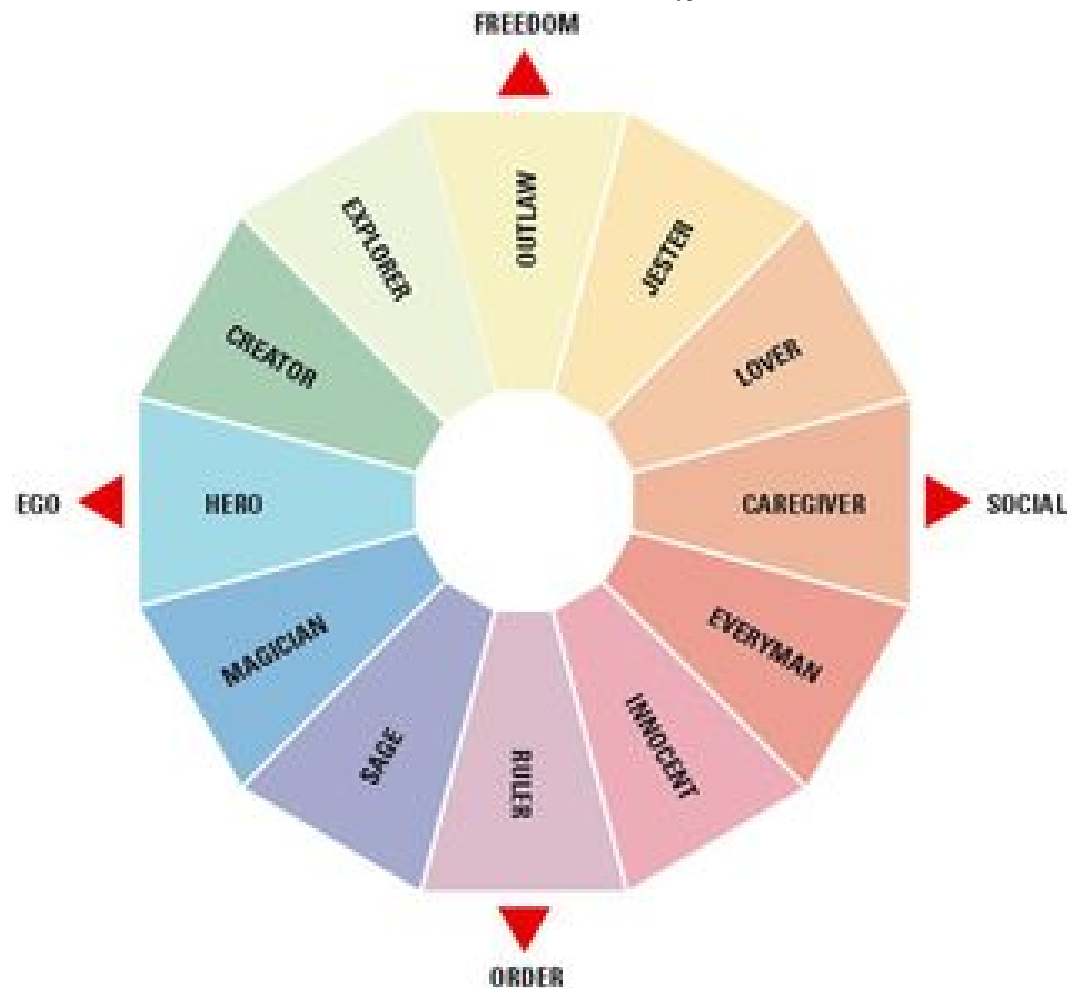
Greatest fear: chaos, being overthrown

Weakness: being authoritarian, unable to delegate

Talent: responsibility, leadership

The Ruler is also known as: The boss, leader, aristocrat, king, queen, politician, role model, manager or administrator.

The Four Cardinal Orientations



The Four Cardinal Orientations define four groups, with each group containing three types (as the wheel of archetypes shown above illustrates). Each group is motivated by its respective orienting focus: ego-fulfillment, freedom, socialness and order. This is a variation on the three groups of Types previously mentioned; however, whereas all the types within the Ego, Soul & Self sets all share the same driving source, the types comprising the four orienting groups have different source drives but the same motivating orientation. For example, the Caregiver is driven by the need to fulfill ego

agendas through meeting the needs of others, which is a social orientation; whereas, the Hero, which is also driven by the need to fulfill ego agendas, does so through courageous action that proves self-worth. Understanding the groupings will aid in understanding the motivational and self-perceptual dynamics of each type.



[Return Home](#)