

CAREGIVER MAJOR ARCHETYPE

giving
generous
compassionate



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Archetypes

essence

[es-uhns] *noun*

1. the basic, real, and invariable nature of a thing or its significant individual feature or features

archetype

[ahr-ki-tahyp] *noun*

1. the original pattern or model from which all things of the same kind are copied or on which they are based; a model or first form; prototype
2. a collectively inherited unconscious idea, pattern of thought, image etc. Universally present in individual psyches.

caregiver

[kair-giv-er] *noun*

1. a person who provides direct care and attention and looks out for others

Note: The content in this document is drawn from the work of Margaret Mark + Carol Pearson in the book *"The Hero and the Outlaw"* and Carol S. Pearson *"Awakening The Hero Within."* All images from unsplash.com.

Your Major Archetype

An archetype is a collective idea, pattern or thought that is present within and recognised by all of us at a sub-conscious level.

As your Major Archetype, the Caregiver captures some of the most prominent traits and characteristics that exist within you, and start to define who you are and what you stand for.

When you understand and embody the essence of the Caregiver - you can tap into a natural and global language that will allow you to:

- Express yourself in a natural, authentic and meaningful way; and
- Connect with the external world and humanity at a core, soul level.

Using This Report

Use this report as a guide - a starting point.

It is not definitive. It is not set in stone.

And it is certainly not all you.

The Caregiver shows up in each of us in different ways to different degrees.

Treat this as a first step to starting to understand who you are and how this could evolve into an integrated and aligned business and life that reflects your very essence.

Imagine what it could be...

XO



The Caregiver

About The Caregiver

Also known as: Caretaker, altruist, saint, parent, helper, supporter

Motto: Love your neighbour as your self

Core desire: Protect people from harm

Goal: To help others

Greatest fear: Selfishness, ingratitude

Task: Give without maiming self or others

Strategy: Do things for others

Trap: Martyrdom of self, entrapment of others

Gift: Compassion, generosity

Essence

The essence of the Caregiver is to show generosity and compassion to others and to be incredibly giving and nurturing.

Famous Caregivers

Princess Diana

Florence Nightingale

Mother Theresa

Caregiver Brands

Sesame Street

Red Shield

Salvation Army

Campbell's Soup

Social Services

Habitat For Humanity



Strengths and Weaknesses

Strengths

Compassion and Generosity

The caregiver is driven by compassion and a desire to help others.

The Caregiver fears instability and difficulty for others, especially for people less fortunate than themselves.

They cannot help but sense the needs of others and respond by wanting to help them.

Meaning comes from giving to others, and their biggest fear is that something will happen to a loved one.

Show You Care

Where others respond humanely to fellow-humans, the caregiver takes this a step further.

They constantly show how much they care through their actions. A bunch of flowers, a hot meal, a shoulder to cry on.

The Caregiver gives everyone a second chance and is usually the person that one immediately turns to for comfort and support.

Levels of the Caregiver

Call: Seeing someone in need

Level One: Caring for and nurturing one's dependents

Level Two: Balancing self-care with care for others

Level Three: Altruism, concern for the larger world

Weakness

Martyrdom

The Caregiver at their worst gives far too much of themselves – to the point of self-sacrifice and burnout.

When the Caregiver puts the welfare of everyone else ahead of themselves they lose the balance between giving and receiving, and fail to look after themselves properly.

This takes them into martyrdom, where once they stop caring for themselves, they stop being of use to anyone.

Enabling

When the Caregiver crosses the line between mothering and smothering, they move into enabling.

Enabling occurs when the Caregiver takes all responsibility from the cared and starts doing everything for them.

When the Caregiver constantly gives someone the answers to their problems, this removes their power and ability to grow and evolve.

Guilt-tripping

Guilt-tripping occurs when a Caregiver is giving far too much and starts resenting where their energy is going.

At the same time they are giving, they make the Cared feel guilty for needing or asking for support.

Shadow

Martyrdom

Enabling

Guilt-tripping



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Describing The Caregiver

Here's a selection of words, characteristics and emotions, to help inspire and connect to your Caregiver.

Use these in your marketing, brainstorming or as a prompt to search for your brand images.

Accessible	Kind
Amiable	Loving
Attentive	Nostalgic/
Balanced	Nourishing
Calm	Nurturing
Caring	Open
Cheerful	Passionate
Cherish	Patient
Compassion	Peaceful
Considerate	Perceptive
Content	Playful
Deep	Positive
Dependable	Pure
Empathy/ Empathetic	Reflective
Fair	Relaxed
Faithful	Responsive
Forgive/ Forgiving	Sacrificing
Friendly	Selfless
Generous	Sensitive
Gentle	Sentimental
Genuine	Sharing
Giving	Support/ Supportive
Gratitude/ Grateful	Sweet
Heartfelt	Warm
Helpful	Welcoming
Humble	Unconditional
Insightful	
Intuitive	
Joyful	

The Caregiver Business

Business

The Organization

The Caregiver organization often acts as the protector. It is evident in all jobs related to caring for people in the physical world – gardening, cleaning, maintenance, repairs, institutions such as schools, hospitals.

Many Caregiver organizations are non-profit or charity-related. The bottom line is in helping the client group. They are often bureaucratic, and filled with policies and procedures to ensure no harm is done. Employees and clients are cared for in a good organization.

Employees

Typically the Caregiver is not well paid – our modern society does not value this work financially.

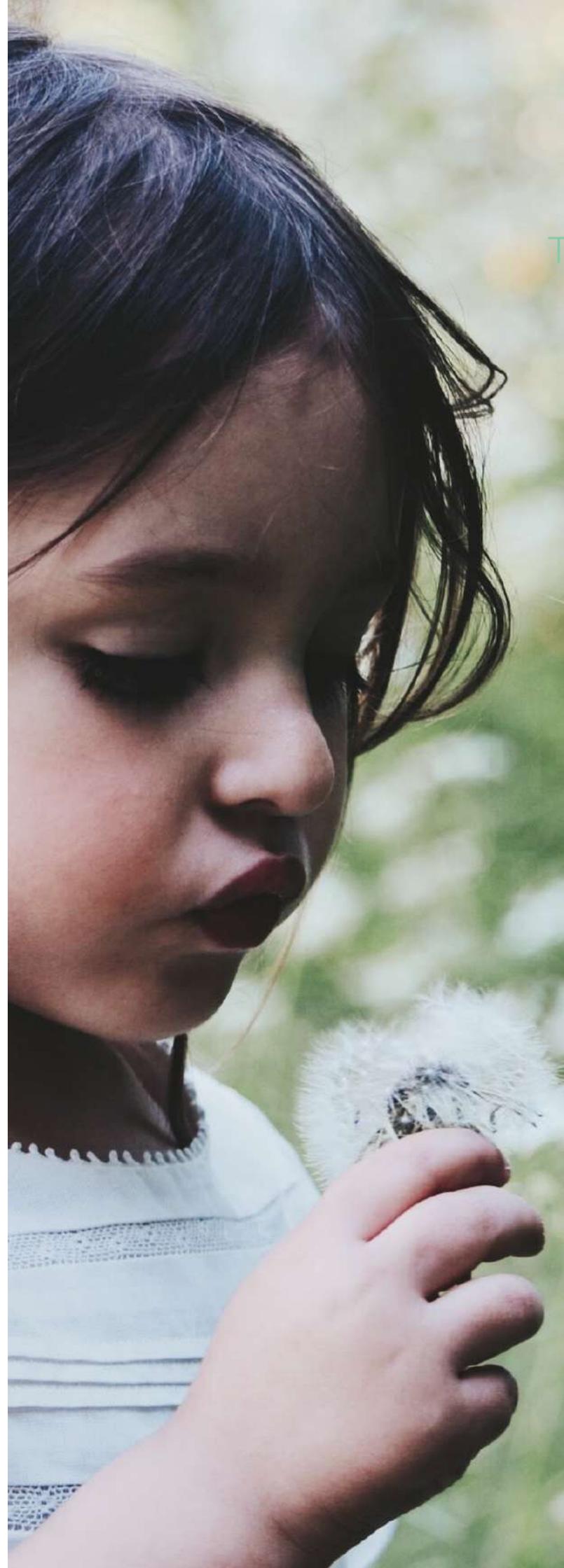
Caregiver employees do their work for the love of it and the reward they get is in helping people and making a difference, not money.

Employees will do whatever it takes to meet client needs, which may lead to burnout.

Products

Caretaker product care for people and fill a humble need and can include:

- Traditional services such as cleaning, gardening, maintenance, home care
- Transformational services such as coaching and psychology
- Alternative therapies such as reiki, kinesiology, hypnotherapy
- Products that help care for people – cleaning, children, home
- Charities that help a group of people (or the planet) in need





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The Caregiver Brand

Brand

Empathy

The Caregiver is able to see things from another person's perspective, and respond with a solution or support.

Communication

Listening to what people do or don't say is key to the Caregiver. They are a shoulder to cry on, and will always be there.

They understand and resonate directly with their audience.

Consistency

The Caregiver is reliable, committed and always there.

You can count on them for support in every circumstance.

Trust

Caregivers are trusting and trusted. They believe in every one and they themselves provide reasons to be believed in.

Identity

The Caretaker identity is associated with:

- Providing the competitive advantage through customer service
- Providing support to families or associating with nurturing
- Services in the health care, education and other caregiving fields
- Help people stay connected with and care about one another
- Help people care for themselves
- Non-profit causes and charitable activities

The Caregiver Audience

Audience

The Caregiver audience is not just concerned with their own wellbeing – they care about other people, animals and the planet – at a local and global level.

Marketing

Teaching and Learning

Marketing to caregivers requires anticipating their needs and accommodating them.

Understand their basic motivations and a desire to share, and show them that you care about this.

It is much more important for them to see you care in your actions rather than hearing hollow, empty words.

One of the least effective ways to market to Caregivers is to tell them directly that you care.

Sales

What people want is reinforcement that if they care for others, others will care for them – as a Caregiver organization, you give them that.

Customer service is paramount in your client experience. They want to know that you care for them and that you understand their care and concern for others.

Customers/ Clients

Any company that helps your customers care for themselves or help them meet their obligations to care for others will retain their customers.

Once they see that you have stopped caring and have no more interest, they will move on.



What Next?

You've just received an insight into
your Major Archetype.
If you're ready to uncover your Minor Archetype, the power of your Archetype Mix
and discover your essence and who you are at a deep, soul level...

It might be time to explore...

essence



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