

EXPLORER MAJOR ARCHETYPE

adventurer
individualist
free



BY LIZ WATT

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.

explorer

[ik-splawr-er] *noun*

1. a person who investigates unknown regions to find out what is there

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 Explorer 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 Explorer - 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 Explorer 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 Explorer

About The Explorer

Also known as: Seeker, adventurer, iconoclast, wanderer, individualist, pilgrim, quester, antihero

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

Greatest fear: Getting trapped, conforming, inner emptiness, nonbeing

Task: Be true to a deeper or higher truth

Strategy: Journey, seek out and experience new things, escape from entrapment and boredom

Trap: Aimless wandering, becoming a misfit

Gift: Autonomy, ambition, ability to be true to one's own soul

Essence

The essence of the Explorer is an inner and outer journey to discover who they are on the inside, and what fits with this on the outside

Famous Explorers

Dorothy (the Wizard of Oz)

The Ugly Duckling

The Lone Ranger

Explorer Brands

Amazon.com

Starbucks | Jeep

The Body Shop

NASA



Strengths and Weaknesses

Strengths

Search For A Better World

The Explorer is seeking a better world. They are on an internal and external journey - motivated by a desire to find what, in the outer world fits their inner needs, desires and dreams.

Explorers are about doing things their way, on their terms, in their own time - in order to discover new experiences

Individuality And Uniqueness

Explorers are individualists. their values emphasize laissez-faire attitudes and products that empower the individual.

The whole point of the journey they are on is to discover the unique elements of the self and express these as much as possible.

Self-Sufficiency

The journey of the Explorer is provoked by a desire for freedom, which makes them incredibly self-sufficient.

They are wary of being tied down by any things such as mortgages or time commitments.

This allows them to take off on their own terms at any time, and thrive.

Levels of the Explorer

Call: Alienation, dissatisfaction, restlessness, yearning, boredom

Level One: Hitting the open road, going out into nature, exploring the world

Level Two: Seeking your own individuality, to individuate, to become fulfilled

Level Three: Expressing individuality and uniqueness

Weakness

Isolation And Loneliness

In their search for truth in the world, an Explorer can become incredibly isolated and alienated.

Their desire to do things their way often means they have trouble finding a place or a group where they can truly "fit in" or belong.

In trying to resolve the conflict between being themselves and fitting in, they will either remain isolated and lonely, or compromise themselves to the values of the group.

Unable to Commit

The explorers desire for adventure and growth may mean that they are unable to commit to any one thing for very long.

They can take off at any time if they start to feel pinned down or hemmed in, or their individuality is being forced to conform.

Shadow

Being so alienated you cannot find a way to fit in

Disconnected



explorer

major archetype

Describing The Explorer

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

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

Active	Imaginative
Adaptable	Independent
Adventurous	Individualistic
Alert	Inspiring
Amazing	Joyful
Aspiring	Leaderly
Athletic	Liberal
Challenging	Motivated
Confident	Optimistic
Courageous	Passionate
Curious	Persuasive
Daring	Playful
Delighted	Purposeful
Dramatic	Responsive
Dynamic	Skillful
Eager	Sociable
Energetic	Spontaneous
Enthusiastic	Sporting
Exciting	Strong
Extraordinary	Surprising
Fun	Thrilling
Fun-loving	Venturesome
Good-natured	Vivacious
Happy	Winning
Healthy	Youthful

The Explorer Business

Business

The Organization

Explorer organizations value individuality, de-emphasize hierarchy and rules, and tend to focus on democratic decision-making.

Policies focus on the welfare of the individual, with initiatives like flexi-time, job share, virtual organizations and working from home.

Workers are hired for their expertise and ability and allowed to get to the destination their own way.

Dress may be casual, rugged or suitable for travel – but allows people to express their individuality.

The best Explorer organizations are flexible and fluid, with just enough structure to prevent anarchy.

Employees

Explorer employees like to control their own hours and their own time. They are independent and self-directed in their work.

They enjoy work that is new, exciting, pioneering and ground-breaking

Products

Support the Journey

Explorer products often support them on their journey and could include:

- Cars, vehicles and boats - that help an Explorer on their journey
- Equipment - such as clothing, camping, travel, trekking, sports equipment
- Products and services that represent or provide access to wide-open spaces and new experiences – travel, extreme sports



The Explorer Brand

Brand

The Explore brand is associated with the feelings of freedom and wide open spaces.

This connection occurs for many people at two key points in life:

- Adolescence – the point of leaving home and going to university or work
- Middle age – a desire for change

The explorer is associated with freedom, individuality and independence – along with the excitement of something new and unknown.

They are ahead of their time and willing to take a stand for something they believe in.

They associate with the role of the Outsider – ahead of their time and not quite understood.

Identity

The Explorer identity is associated with:

- Your product helps people feel free, is nonconformist, or is pioneering in some way
- Your product is rugged and sturdy or is appropriate for use in nature, on the road, or in dangerous settings or occupations
- Your product can be purchased from a catalogue, the internet or another alternative source
- Your product helps people express their individuality
- Your product can be purchased and consumed “on the go”
- Seeking to differentiate your brand from other successful more conformist brands
- An Explorer organizational culture

The Explorer Audience

Audience

The Explorer has a call to explore the world and in the process to find themselves, so that they know who they are.

Explorers are ahead of their time and willing to take a stand for something they believe in.

They may be critical of the establishment, non-conforming, and live by their own internal compass.

Marketing

Empathize

Marketing to the explorer requires empathizing with the story of the Explorer from the inside – imagine feeling trapped by their life, yearning for more excitement and making the decision to take a risk and step into the unknown.

Explorers are not fooled by marketing “hype.” They desire honesty and authenticity but are intrigued by the “buzz” of something new and exciting – and honest

Sales

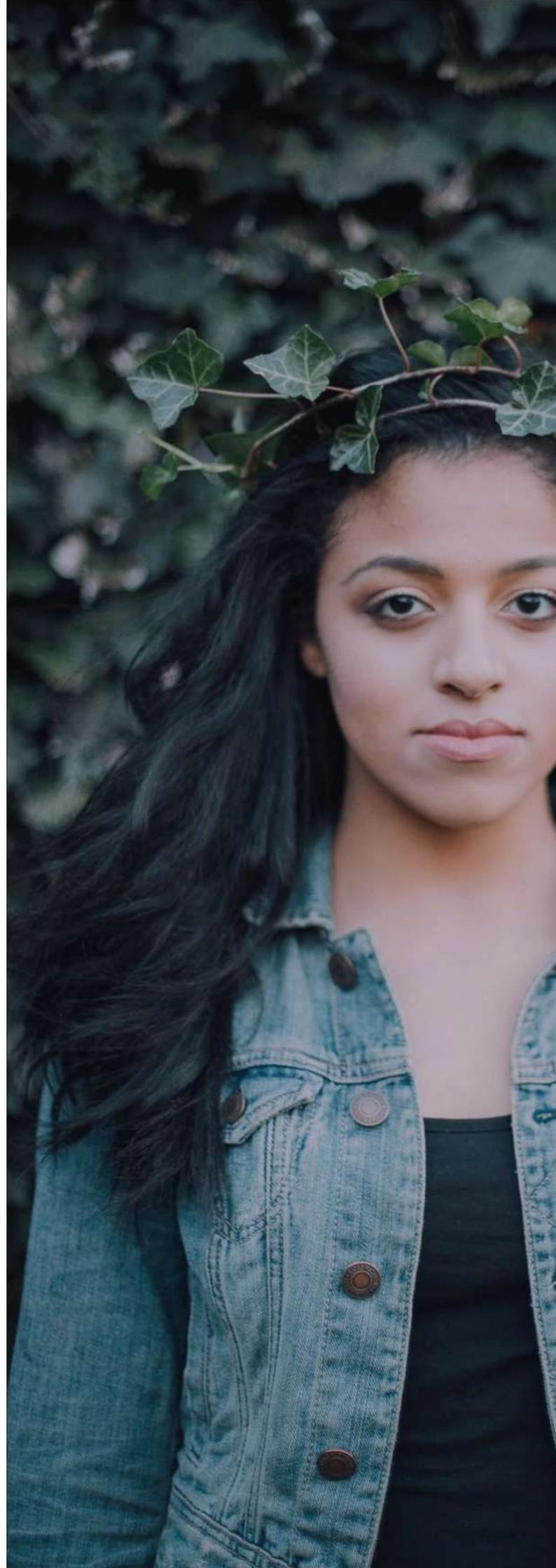
The values you believe in and what you stand for are as important to the Explorer as the products you provide.

They are buying your story, core values and who you are as much as the product.

Customers/ Clients

The new customer seeks authenticity and freedom in the product as a way expressing individuality.

This will keep them loyal – the minute your brand stops supporting their freedom, individuality and authenticity, 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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