

# HERO

## MAJOR ARCHETYPE

strong  
courageous  
driven



# 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.

## hero

[heer-oh] *noun*

1. a person who is admired for their courage, outstanding achievements, or noble qualities

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 Hero 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 Hero - 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 Hero 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 Hero

## About The Hero

**Also known as:** Warrior, crusader, rescuer, superhero, soldier, winning athlete, dragon slayer, competitor, team player

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

**Core desire:** Prove one's worth through courageous and difficult action

**Goal:** Exert mastery in a way that improves the world

**Greatest fear:** Weakness, vulnerability, "wimping out"

**Task:** High level awareness. Fighting for what matters

**Strategy:** Become as strong, competent, and powerful as you are capable of being

**Trap:** Arrogance, developing a need for there always to be an enemy

**Gift:** Competence and courage

## Essence

The essence of the Hero is a journey to triumph over evil, adversity and challenge – and in doing so, inspires us all

## Famous Heroes

John Wayne | James Bond

Wonder Woman | Superman

Nelson Mandela

Martin Luther King

Michael Jordan

## Hero Brands

Nike | The Olympics

Federal Express

The Red Cross



## Strengths and Weaknesses

### Strengths

#### *Challenge*

The Hero wants to make the world a better place.

They are ambitious and seek out challenges and when they recognize a problem or injustice will rise to the challenge to do what needs to be done to remedy it.

The Hero is outraged by injustice, empowered by challenge and responds quickly to any challenge or difficulty.

#### *Focus And Discipline*

The Hero will do what it takes to become who they need to become to meet their challenge.

They are disciplined, focussed and have an ability to make tough choices.

### Levels of the Hero

**Call:** The bully kicks sand in your face or someone tries to intimidate or abuse you; a challenge beckons' someone needs you to defend him or her

**Level One:** The development of boundaries, competence, mastery, expressed through achievement, motivated or tested through competition

**Level Two:** As with a soldier, doing your duty for your country, organization, community or family

**Level Three:** Using your strength, competence, and courage for something that makes a difference to you and to the world

### Weakness

#### *Bully*

At their very worst, the Hero can become arrogant or a bully.

The conquering Hero can be a terrible bully – who comes in and rapes and pillages and victimizes those he has conquered.

At this point they simply want to prevail.

They may be seen as some as heroic but others as a villain.

#### *Burnout*

In the quest for greatness and conquest, the hero may burn themselves out.

In the workplace or the sports field, the pursuit of greatness creates extreme imbalance and burnout from unflagging demands and the perpetual push and force – physically, mentally, emotionally or spiritually.

### Shadow

Ruthlessness and obsessive need to win  
Bully



hero

major archetype

## Describing the Hero

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

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

Active	Idealistic
Adventurous	Independent
Alert	Individualistic
Anticipative	Inspiring
Aspiring	Leaderly
Athletic	Masculine
Challenging	Motivated
Confident	Optimistic
Courageous	Passionate
Daring	Patriotic
Decisive	Popular
Disciplined	Protective
Dramatic	Purposeful
Eager	Resourceful
Earnest	Scrupulous
Energetic	Skillful
Enthusiastic	Solid
Exciting	Spontaneous
Enthusiastic	Sporting
Focussed	Stable
Forceful	Steadfast
Forthright	Stoic
Gallant	Strong
Hardworking	Thrilling
Heroic	Upright
Hopeful	Winning

# The Hero Business

## Business

### *The Organization*

The Hero organizations are either committed to a cause or encourage their employees to be their very best.

They are tough, resilient, competitive, ambitious, driven and have strong principles.

These organizations develop willing teams and push people hard and create competition around performance and results in sales and other measurable achievements.

Hierarchy is a strong mechanism to control and train and develop strong teams. There is no democracy, standards are high, and employees are expected to conform or get out.

### *Employees*

Hero employees are machines. They are committed to the organization and overall cause, be it financial corporate goals or non-profit social goals.

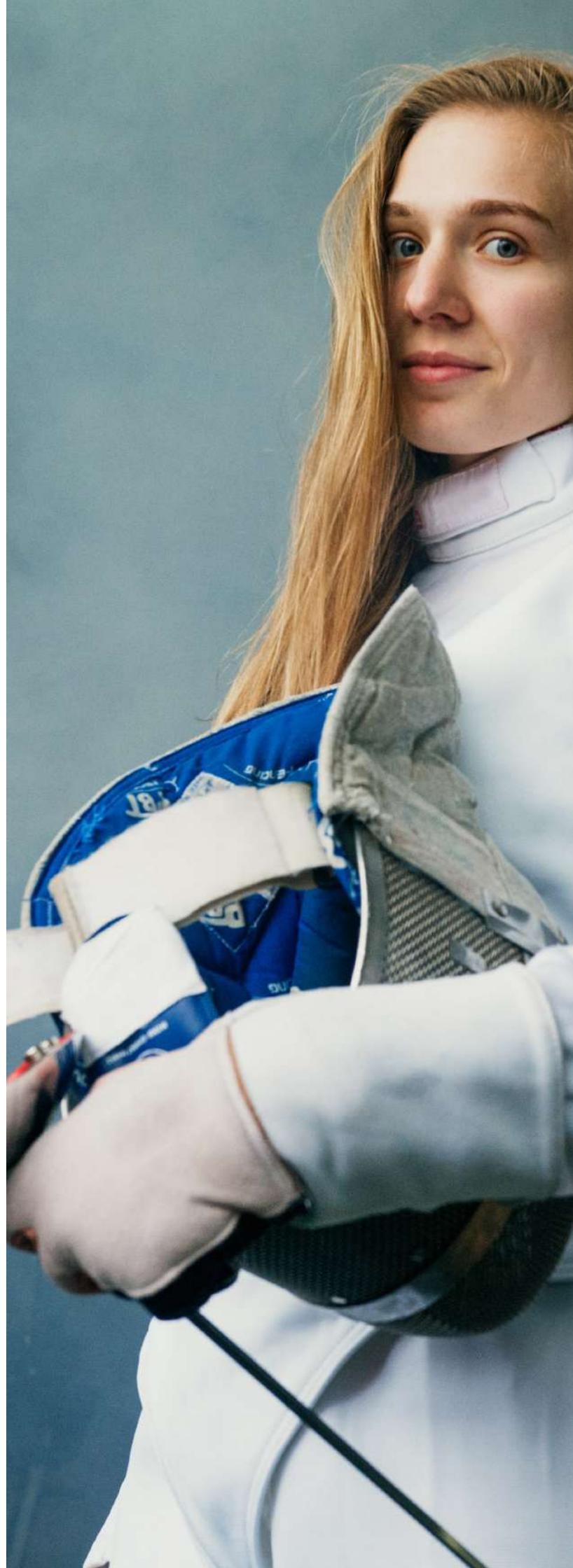
They will do what it takes, even at the expense of their own physical, mental, emotional and spiritual wellbeing.

## Products

### *Serve A Cause*

Hero products and services are about serving a cause. They may include products that:

- Support the journey of the customer as the Hero
- Help people perform at a higher level
- Help overcome adversity and do thing better
- Improve the world - sustainable and renewable innovation





hero

major archetype

## The Hero Brand

### Brand

#### *Journey of Strength*

The Hero is on a journey to save the day – to win out against bad and evil and adversity, and inspire us all.

The Hero's journey is one of proving themselves to those around them rather than inner reflection and growth.

The Hero is a crusader for a cause or willing to rescue the victim or defend the underdog, the innocent, to those unable to help themselves.

The want to make the world a better place and will do what it takes to develop the strength, discipline and courage to do this.

### Identity

The Hero identity is associated with:

- An invention or innovation that will have a major impact on the world
- A product that helps people at their upper limit
- Addressing a major social problem and asking people to step up to the plate to help address it
- Having a clear opponent or competitor you want to beat
- Being the underdog and wanting to rival the competition
- The strength of your product or service is its ability to do a tough job efficiently well
- Differentiating your product from one that has problems with follow-through
- Your customer bases identifying as good, moral citizens

# The Hero Audience

## Audience

The Hero audience is attracted to convictions, causes, principles and the companies and people that have them.

They are on a journey of their own and stand for something and want to know you do too.

## Marketing

### *Support A Cause*

Marketing to Hero audiences requires telling a compelling story. Of engaging and communicating a message that is about fighting for a cause and making the world a better place.

More and more consumers believe that corporate visions and organizations must have some sense of social responsibility in the way they operate at every level – environmentally, politically, socially.

They want to hear about this.

## Sales

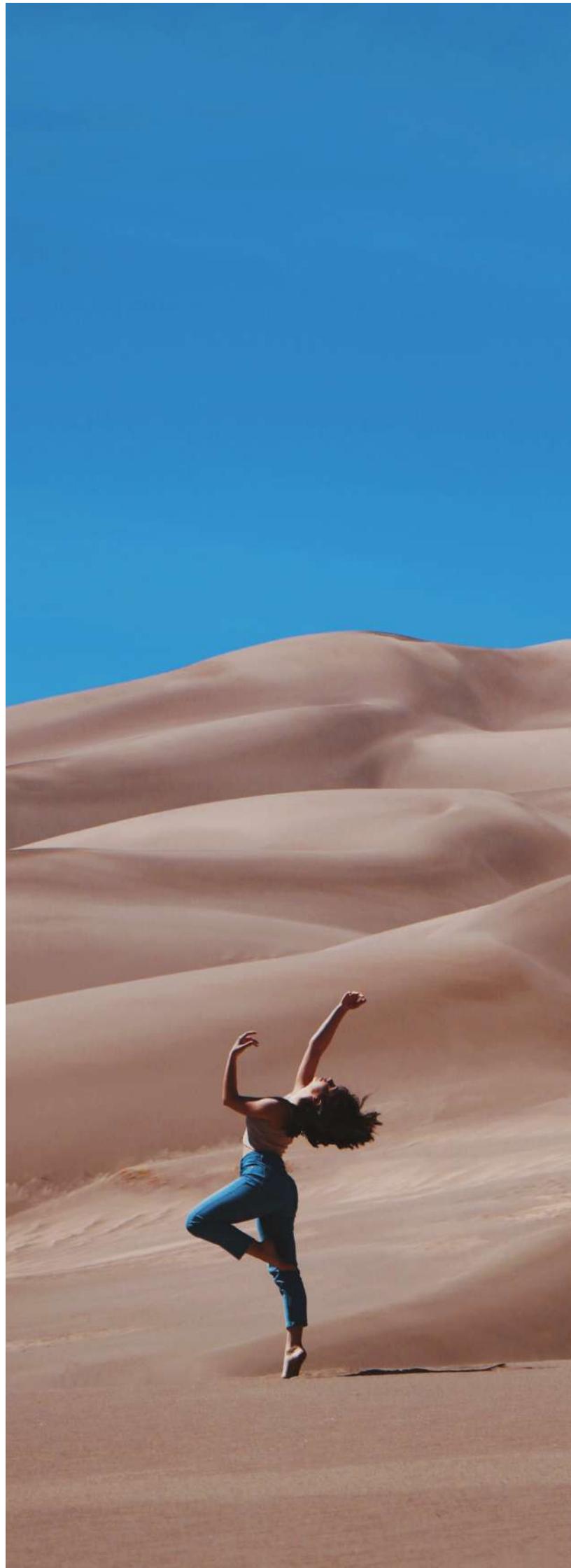
Your customers want to know your vision, mission and values and want to know that you are living to them.

They want to know that you are living to your ethics and convictions and that you have integrity.

### *Customers/ Clients*

Customers are buying into a compelling story or cause as much as a product.

As long as you remain the hero and don't step into the role of villain or bully, they will remain loyal.



## 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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