

# RULER

## MAJOR ARCHETYPE

control  
order  
leader



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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.

## ruler

[roo-ler] *noun*

1. a person who rules, controls or governs

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 Ruler 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 Ruler - 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 Ruler 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 Ruler

## About The Ruler

**Also known as:** Boss, leader, aristocrat, parent, politician, responsible citizen, role model, manager, administrator

**Motto:** Power isn't everything. It's the only thing.

**Core desire:** Control

**Goal:** Create a prosperous, successful family, company or community

**Greatest fear:** Chaos, being overthrown

**Strategy:** Exert leadership

**Trap:** Being bossy, authoritarian

**Gift:** Responsibility, leadership

## Essence

The Ruler creates control and order for the greater good. They are leaders and authorities.

## Famous Rulers

Winston Churchill  
Margaret Thatcher  
Supreme Court Justices

## Ruler Brands

Cadillac  
Banks  
Insurance companies  
American Express  
The tax department  
Governments  
Microsoft



## Strengths and Weaknesses

### Strengths

#### *Control and Organization*

The Ruler archetype in individuals is associated with taking on leadership roles and being in control.

They know the best way to organize activities and put policies and procedures in place, which create a great sense of fulfilment.

Their greatest fear is that chaos will ensue if they fail to take control.

They have a natural sense of authority which makes it easy for others to follow them.

Ruler archetypes can be concerned with images of power, prestige, status, titles – as the way things look help maintain control.

#### *Help the World*

At their best, Rulers are driven by a desire to help the world for the better.

Traditional Kings, Queens and rulers often put in place a set of policies and rules for the greater good.

### Levels of the Ruler

**Call:** Lack of resources, order or harmony

**Level One:** Taking responsibility for the state of your own life

**Level Two:** Exerting leadership in your family, group, organization or workplace

**Level Three:** Becoming a leader in your community, field or society

### Weakness

#### *Tyranny*

At their worst, Rulers are domineering or controlling.

The world is run in one way – their way.

Rulers do not like any kind of change they cannot control.

So they go into taking control to the point of dictatorship, where no-one gets a say in anything.

#### *Manipulative Behaviours*

With power comes responsibility. When people look to you for guidance it is important to really be concerned with the welfare of the people and the greater good.

When power and control goes wrong, the Ruler engages in manipulative behaviour in order to serve their own individual needs and success. The greater good gets forgotten.

### Shadow

Tyranny

Manipulative behaviours

## Describing The Ruler

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

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

Admirable	Magnanimous
Articulate	Orderly
Aspiring	Organized
Attractive	Patriotic
Authoritarian	Powerful
Bold	Principled
Brilliant	Purposeful
Capable	Responsible
Charismatic	Reverential
Charming	Regal
Committed	Royal
Confident	Satisfied
Courageous	Scholarly
Cultured	Secure
Debonair	Serious
Deep	Solid
Dignified	Sophisticated
Disciplined	Stable
Earnest	Steadfast
Educated	Steady
Elegant	Stoic
Forceful	Tasteful
Forthright	Upright
Impressive	Well-bred

# The Ruler Business

## Business

### *The Organization*

Ruler environments are big and impressive – buildings with colonnades and plenty of scale.

Many Ruler organizations are concerned with setting standards on how things are done.

They are hierarchical have a clear chain of command, along with checks and balances.

Policies and procedures govern everything and often over-regulation creates conflict.

Decision making is onerous, however these organizations are stable, productive and orderly.

The currency of these organizations is power and politics– both internally and externally.

### *Employees*

Ruler employees like hierarchical organizations as you know where you stand. Your role is clearly defined by a job description that tells you what to do.

You know who your boss is and who reports to who. Roles and relationships are stable and defined.

## Products

### *Power And Control*

Ruler products help customers be organized and productive and help them reaffirm their power and status.

They include:

- Products that improve productivity and time management.





## The Ruler Brand

### Brand

#### *Power And Control*

The Ruler wants just one thing – control and power. Ruler brands appeal to the desire to be successful and important.

They know the best thing to do to avoid chaos is to take control.

Gaining and maintaining power is a prime motivation.

#### *Patriotism and Correctness*

Rulers have an allegiance to patriotism and correctness. As well as power and control they are concerned with being role models for behaviour and the “right” way of doing things. Propriety and taste are therefore of great importance.

### Identity

The Ruler identity is associated with:

- Organizations with a regulatory or protective function
- Seeking to differentiate as the clear leader in the field
- Promising safety and predictability in a chaotic world
- Products or services that offer a lifetime guarantee
- High-status products used by powerful people to enhance their power
- Products that help people be more organized
- Services that offer technical assistance or information that helps or maintains power
- Products at the moderate to high price range

# The Ruler Audience

## Audience

In the past, Ruler organizations treated their customers like constituents. Now, customers want to be Rulers themselves. They like control, and do not like being told what to do.

## Marketing

### *Importance and Success*

If power is important, then one person's success annoys others who have less of it.

Marketing to Rulers requires an implied promise is that if you go here, you will be important too.

### *Responsibility*

Often, Ruler ads focus less on status and more on control and the ability to meet one's responsibilities in work, school, family.

Ruler organizations and individuals take on responsibility to work for the good of the whole, and your marketing needs to reflect that.

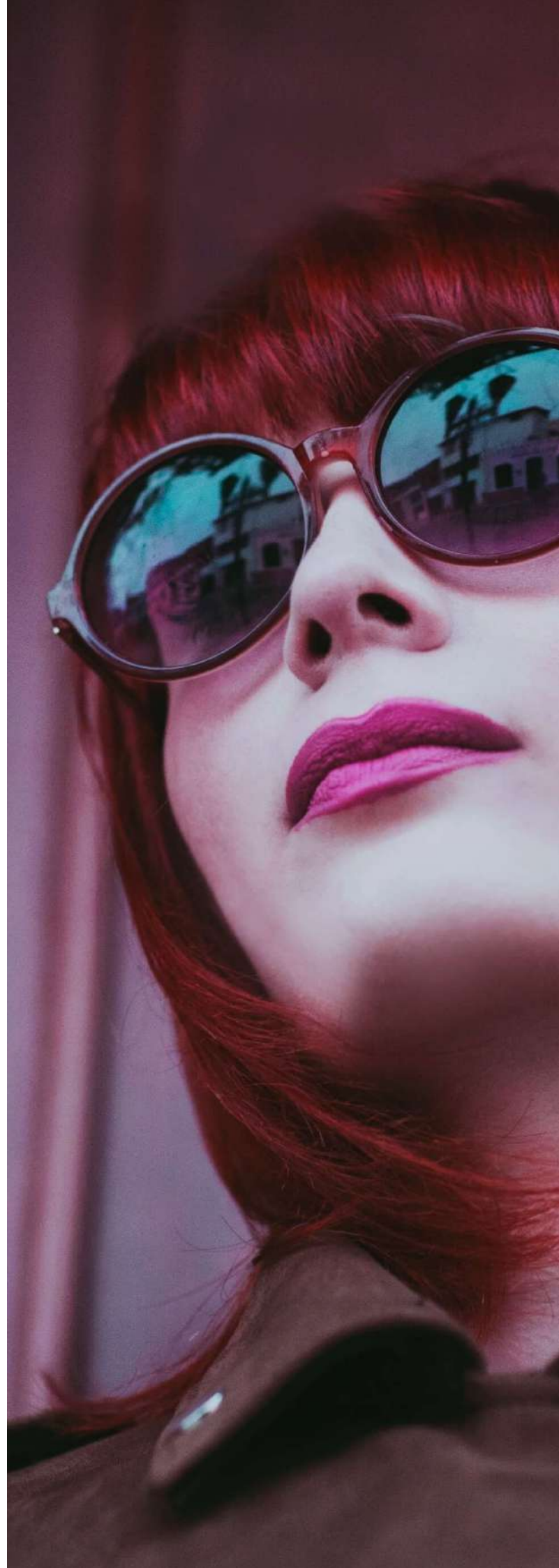
Ruler customers want to see that you are being a good socially-responsible, global citizen as well as enhancing their lives – in win-win relationships.

## Sales

The Ruler brand knows it's audience so well that you might know what helps them before they do. The key is to understand and respond to their deepest needs.

### *Customers/ Clients*

If your product ceases to enhance their lives, your customer will stop buying it. If you constantly provide products that responds to their needs, 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*



[www.lizwatt.com/essence](http://www.lizwatt.com/essence)