

# SAGE

## MAJOR ARCHETYPE

questioning  
wise  
independent



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.

## sage

[seyj] *noun*

1. a profoundly wise person; a person famed for the possession of wisdom, judgment, and experience.

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 Sage 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 Sage - 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 Sage 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 Sage

## About The Sage

**Also known as:** Expert, scholar, detective, oracle, evaluator, advisor, philosopher, researcher, advisor, philosopher, researcher, thinker, planner, professional, mentor, teacher, contemplative

**Motto:** The truth will set you free

**Core desire:** Truth and understanding

**Goal:** To use intelligence and analysis to understand the world

**Greatest fear:** Being duped, misled; ignorance, deception, illusion

**Task:** Attainment of knowledge, wisdom, enlightenment

**Strategy:** Seek out information and knowledge, become self-reflective and understand thinking processes

**Trap:** Can study issues forever and never act

**Gift:** Wisdom, scepticism, non-attachment

## Essence

To constantly question, search for truth, and gain understanding and wisdom.

## Famous Sages

Socrates | Confucius

Albert Einstein

The Buddha | Galileo

Leonardo Da Vinci

## Sage Brands

Universities

Oprah Winfrey | TED

Research Institutes

News Journals



## Strengths and Weaknesses

### Strengths

#### *A Source Of Wisdom*

The Sage focuses on knowledge and learning as a path for each of us to grow and evolve and create a better world.

The Sage is on a quest, always questioning in order to sort the real, objective truth from illusion. You aim to consider all the facts before making judgements or drawing conclusions.

The Sage is associated with clear and logical thinking, and often knows the exact line of questioning to follow in order to uncover the answer.

#### *The Expert*

Sages are considered wise, with a wealth of knowledge and experience.

People are often drawn to the Sage for advice, as they know they will receive an honest and fair perspective of the situation.

The Sage is able to consider all the angles and the facts and sift through filters and distorted ideas and beliefs.

They are able to remain detached and provide an objective perspective and are often respected for this.

### Levels of the Sage

The Sage moves through the following levels:

**Call:** Confusion, doubt, deep desire to find the truth

**Level One:** Search for absolute truth, desire for objectivity, looking to experts

**Level Two:** Scepticism, critical and innovative thinking, becoming an expert

**Level Three:** Wisdom, confidence, mastery

### Weaknesses

#### *Dogmatism*

As a true Sage, you become frustrated or agitated when others cannot or do not have a detailed understanding of the world around you.

The Sage fears most of all to be misled by poor or incorrect information.

You easily become disinterested in the trivial and superficial, and choose to focus on subjects with much greater depth and meaning.

You often find yourself on a quest, constantly searching for deeper and deeper meaning.

#### *Disconnected From Reality*

You may often feel disconnected from the world around you. That you see things differently. That people don't really understand you.

#### *Ivory Tower*

At worst, the Sage is dominant, arrogant and opinionated.

You may feel like you are always right and your questioning and curiosity may be perceived as being argumentative and difficult. People may feel judged by you and start to distance themselves.

### Shadow

Dogmatism

Ivory tower

Disconnection from reality

The unfeeling judge - cold, rational, heartless.

Evaluating themselves or others as not good enough or not doing it right.



## Describing The Sage

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

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

Articulate	Insightful
Calm	Inspiring
Capable	Intelligent
Challenging	Knowledgeable
Clear-headed	Logical
Clever	Mature
Confident	Methodical
Conscientious	Motivated
Constant	Objective
Contemplative	Observant
Curious	Passionate
Daring	Perceptive
Decisive	Perfectionist
Dedicated	Practical
Deep	Prudent
Disciplined	Resourceful
Earnest	Responsible
Enthusiastic	Scholarly
Extraordinary	Secure
Farsighted	Serious
Focused	Shrewd
Forthright	Smart
Freethinking	Studious
Genuine	Systematic
Hard working	Well-read
Helpful	Wise
High-minded	
Honest	
Independent	
Individualistic	

# The Sage Business

## Business

### *The Organization*

The Sage Organization has a decentralized structure.

It emphasizes the development of expertise rather than control.

Employees know what they are doing and are given a large amount of autonomy to develop results.

Research and development teams are often a priority.

The organization is held together by common ideas.

### *Employees*

Sage employees have a high need for autonomy.

They like to do the work in their own way, and prefer to be evaluated by their peers – who understand what they do - rather than by administration, who are detached from understanding.

## Products

### *Education and Empowerment*

Sage products often include educational goods and services to provide information and solve problems such as:

- Online education programs
- Educational seminars or workshops
- Speaking services
- Books
- Reports or articles





## The Sage Brand

### Brand

#### *Become an Expert*

You have a tonne of knowledge, so it's time to start to share it and put it out into the world.

As an expert in your chosen field or topic, your aim is to educate, empower and inspire your audience with information and knowledge.

As an expert, your aim is to provide transparent, honest, objective truths, so that your audience can make independent, informed decisions.

As an expert, you don't have to know everything all at once. Share your ongoing quest and journey to discover more.

### Identity

The Sage identity is associated with:

- Providing expertise or information to your audience
- Encouraging your audience to think
- Focussed on uncovering new scientific Findings or esoteric knowledge
- Support of research-based facts
- Differentiating yourself from others whose quality or performance is

# The Sage Audience

## Audience

Sage audiences are keen to learn, as a means of maintaining objectivity.

They constantly search, looking for much deeper information and knowledge.

Sage audiences believe that it is important to think for yourself and have your own opinion.

They like facts and truth.

## Marketing

### *Teaching and Learning*

Your marketing strategy is all about helping your audience learn and grow with you.

Share your research and knowledge at every opportunity.

## Sales

It is important to establish your credibility with a Sage audience - in order for them to take the next step with you.

Never take the hard sell - be transparent and allow them to make their own decision.

### *Customers/ Clients*

Your Sage customer likes what you have to say and wants more.

They have already experienced your credibility and have trust in you.

Keep over-delivering quality information, education and value.



## 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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