



The power of the archetypes

Dazzling Future Series

US and yet and yet- Chapter 2



Archetypes are universal | innate models shaping human experience

Male archetypes

In leadership

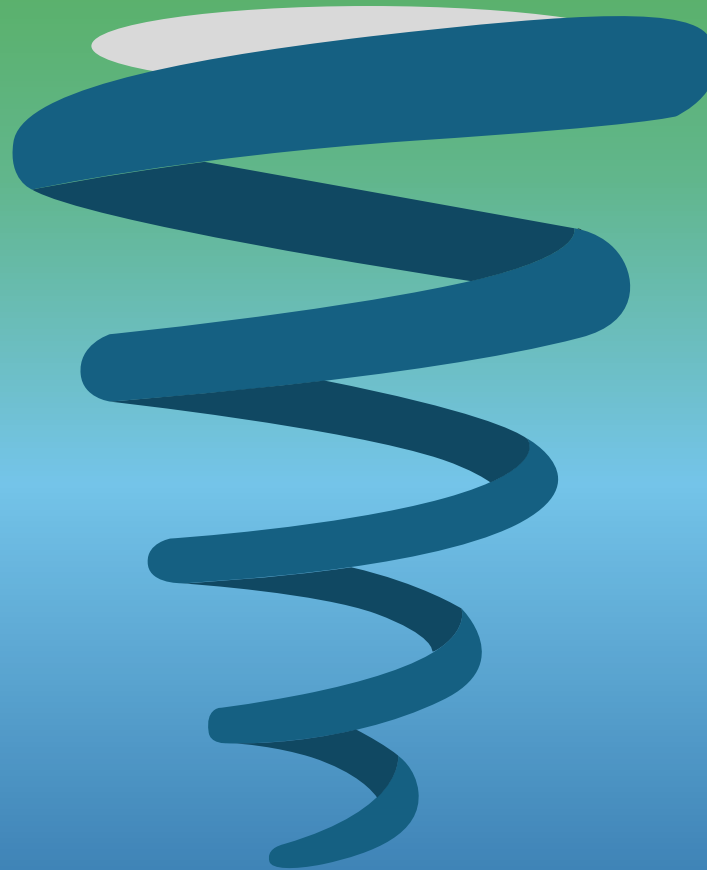
Assertiveness

Positive - confidence |
decisiveness;

Shadow - overbearing

Competitiveness

Positive - drive | innovation;
Shadow - tunnel vision.



Female archetypes

In leadership

Competence

Positive - expertise |
problem-solving;
Shadow - perfectionism.

Warmth

Positive - empathy |
supportiveness;
Shadow - over-indulgence.

Archetypes are universal | innate models shaping human experience

Male archetypes

In personal life

Leader/Protector

Duty and safeguarding others |
Responsibility | Charisma

Sage/Philosopher

Wisdom and understanding |
Self-discovery journey



Female archetypes

In personal life

Nurturer/Heroine

Support and compassion |
Courage | Resilience

Wise/Mentor

Guidance and experience.
Growth journey