

# Authentic Leadership Programme

## Archetypes in Leadership

Consciously work with your archetypes & raise your leadership success in 90 days



Being a leader in today's business environment is a tough job. If you're like a lot of the leaders I work with, they're seeking solutions to questions like:-

- How can I ensure stability in the business so we have a solid platform for growth?
- How can I build a team and a workplace where everyone is highly motivated, engaged and feels like they belong?
- How can we increase the results we're getting, making us more productive and profitable?
- How can I increase my resourcefulness and resilience as the leader?
- How can I operate from my full potential and be of more service to my staff and our clients?

For me as the leader of a business it's important that I don't become the rate limiting factor to the performance of the business and the people within it. Consequently investing in my development and growth isn't a luxury; it's a necessity, one that has over the years paid dividends. More to the point as a leadership expert, when I find something that really works I share this with my clients.

Archetypes in Leadership are one such thing. In fact I would say that understanding archetypes has made the single biggest impact to my effectiveness, and that this leadership development course is one that has made a significant difference to the clients I have shared this with.

If you've ever experienced times when your energy levels were high and you achieved your goals easily and effortlessly; whilst other times we were drained. Or you've noticed some relationships just work and others you have to work at endlessly; that some people fit with the company and others stand out for the wrong reasons. Then you've experienced the impact of archetypes. The downside is you've experienced their impact – both positive and negative, but you can't do anything about it. This can feel like being at the mercy of the archetypes, rather than them being a powerful resource, which they are, that you can tap in to and use at will, which you can.

If you have ever wanted to access more of who you truly are, understand your deepest motivations, or draw upon your untapped strengths as an individual and a leader, if you've been seeking answers to any of the questions on this page, then this course is for you.



*Archetypes provide the deeper meaning for our experiences and our values.*

Archetypes shape how we respond to other people, how we deal with challenges, how we interact with branding and marketing. Much more than that they invoke an unconscious emotional resonance which determines how we act. Because archetypes operate at such a deep unconscious level their impact on what's possible for us to achieve is phenomenal. Without awareness of the archetypes at best it's akin to driving an F1 car round the track with your feet on the accelerator and brake at the same time, at worst it's driving blind with someone else steering.

Understanding the power of archetypes enables you take your leadership and performance within the business to the next level.

### **What will I learn?**

- Know what the 12 key archetypes are that inform our lives.
- Realise the gifts each one brings and how you can tap into these and use them for the right situation. Very often we rely on just one or two to do everything.
- Find out the deepest motivations in your life; the ones that so far have unconsciously driven your decision making.
- Find out which of the archetypes are dominant or dormant in your life right now, what strengths and challenges this means and how you can change this.
- Begin to understand where you are on your journey and have a meaningful conversation about the next steps.
- The significant affect the stories you tell, both to yourself and others, has on the achievement of your personal and business goals.
- Understand the impact archetypes are having in your leadership and your ability to deliver results.
- Become aware of the interactions and interplay between the different archetypes and how this significantly impacts communication.
- You'll understand where your blocks and challenges lie between you and the business you lead.

### **How is the course designed?**

This is a 3 month programme. It includes an experiential and intense 3 day workshop to maximise learning and personal application to your leadership right now. Following the course you will have two 1:1 telephone sessions to further embed your learnings. Plus the option of joining a group telephone review call.

### **Who should attend this Workshop?**

Senior Leaders, Business Owners, and HR Directors, who seriously want to develop themselves and their leadership further.



### What benefits will I gain from this workshop?

We believe authentic leadership is critical for the development of business. That real success, the sort that lasts, comes when you stop unwittingly blending in, compromising or selling out on yourself or your team. Authenticity isn't about perfection; it's about understanding your flaws as well as your gifts, talents and strengths. Understanding archetypes will enable you to have quantum leap in your personal development as a leader.

- ✓ Imagine what you could create in your life now you can consciously harness the power of these archetypes. Where will you choose to take your business next?
- ✓ What if you could communicate at such a level you're building strong teams and alliances.
- ✓ Imagine knowing how you can utilise your deepest motivations to handle any future challenges, giving you ultimate flexibility.
- ✓ Plus, this course will help you develop an inner strength and resourcefulness, a way of viewing business challenges and seeing what the root cause is.

### Date and Location

Date: 22<sup>nd</sup> – 24<sup>th</sup> June 2011

We will begin at 8:30 am on the 22nd and finish by 4pm on the 24<sup>th</sup>.

Location: Chester, Cheshire.

### Investment

The complete programme, including 3 day course and follow up coaching calls is £1297 + VAT. The above also includes lunch and refreshments during the 3 days.

*Spaces are strictly limited to 8 participants to allow for individual attention.*

To secure your place or ask questions email [ruth@bluepeapod.com](mailto:ruth@bluepeapod.com).

### About Your Trainer - Ruth Sanderson



Ruth Sanderson specialises in the areas of cultural transformation, leadership development and job fulfilment.

Drawing upon more than 15 years experience working in World Class Chemical and FMCG companies, Ruth set about building an organisation that would enable people to express their true self from a place of inner strength and self awareness. As the Founder of blue pea POD she works with leaders all over the world so they achieve breakthrough results. Many go on to build highly motivated and productive workplaces, infused with meaning. This is good, it's her vision becoming reality.

She is fully licensed in the Cultural Transformation Tool, one of the very few certified in Archetypal Applications (individual and organisation), and is a trainer and certified Master Practitioner in

Neuro-Linguistic Programming (NLP).

For further information visit [www.bluepeapod.com](http://www.bluepeapod.com)



## What others have said about our courses and working with Ruth

*"I can honestly say that the NLP course that Ruth ran for my management team was one of the best training programs that I have arranged. Unlike other courses, in which the effects rapidly wear off, the principles have stuck and six months afterwards we are still actively using and referring to them."*

*Dr I Walton, Development Director, Unilever Asia*

*"This was one of the most positive courses I have ever done. Not only were we given useful tools, I was left with the confidence that I could make a difference. The buzz in the course was amazing."*

*G Anthony, ABB UK Ltd/Consultancy*

*"I'm delighted with the results I achieved from attending Communicating for Results. My new skills have enabled me to make some key business and personal decisions, all of which means that course has been tremendous value for money."*

*S Yates, Yates & Co. Independent Financial Advisors.*

*"Working with Ruth Sanderson is a lively experience, she's great fun, and she's also very challenging. She's got knowledge, she's got expertise, but what she really has is she walks her talk, she practices what she preaches; so if you're interested in being an authentic leader then you really do need to work with Ruth."*

*Brenda Kilgallon, CEO, Kilgallon Consulting*

*I have worked with Ruth over past 3 years in her capacity as consultant and business owner. I bought her into our business based on her ability to both create an environment where people can learn and grow as well as challenge and provide valuable insight to all participants.*

*Her deep understanding of human interactions has been very powerful in enabling people to become more self aware and grow. She has great capability for translating theory into simple language and catalyzing power conversations.*

*Ruth has built credibility quickly and had significant impact within a specific part of our business which has led to a bottom line benefit. Personally, I have valued Ruth for her challenge and thinking as the next steps have been diagnosed and defined.*

*I have no hesitation in recommending Ruth – she would be an asset to any organization.*

*Sue Swanborough, HR Director, General Mills UK & Ireland*

## 100% Money Back Guarantee

I'm convinced that what I'll share with you will make a difference, that you will have insights and revelations. Consequently I'm happy to back this up with our 100% money back guarantee. If you don't like the course, for whatever reason, tell me before lunch on the second day, return all materials, and we'll refund you 100% of the price you paid to blue pea POD.

Remember there are only 8 places, this is to allow for individual attention & tailored conversations, if you want to be the difference in your business this year, secure your place now.