

# Authentic Leadership – The Effect of Archetypes in Leadership

Harness the power of archetypal energies in your life and business



Have you ever experienced times when your energy levels were high and you achieved your goals easily and effortlessly; whilst other times you were drained?

Have you found that some relationships just work and others you have to work at; that some people fit with the company and others stand out for the wrong reasons?

Have you ever wanted to know more about who you are, your deepest motivations and your untapped strengths as an individual and a leader?

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

They 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 any awareness of these it's akin to driving an F1 car round the track with your feet on the accelerator and brake at the same time.

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.

## How is the course designed?

This is 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 short telephone sessions to further embed your learnings.

## Who should attend this Workshop?

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

Coaches who would ultimately like to be able to use archetypes with their clients.

## 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 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.



## Date and Location

Date: 21<sup>st</sup> – 23<sup>rd</sup> April 2010

We will begin at 10am on the 21<sup>st</sup> and finish by 4pm on the 23<sup>rd</sup>.

Otherwise starting times will be 9am and finishing times 6pm.

Probable Location: Craxton Wood Hotel, South Wirral, Cheshire.

This 4 star hotel is set in beautiful grounds and has spa and fitness facilities. Located close to both the M56 and M53, further details can be found at <http://www.macdonaldhotels.co.uk/craxtonwood/>

## Investment

The complete 3 day course including your own PMAI and follow up coaching calls is £997 + VAT

The above also includes lunch and refreshments during the 3 days.

If you wish to stay overnight at the hotel I will be negotiating a preferential rate on your behalf.

Spaces are strictly limited to 12 participants due to the intensive nature of the programme. Please be aware that this course is run only once per year.

To secure your place, or if you have any questions, call 0845 123 1280, or 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 in business and life. As the Founder of blue pea POD she coaches, trains and facilitates clients internationally so they achieve breakthrough results.

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).

Ruth's clients, leaders and business owners alike, have set and achieved stretching goals, overcome limiting beliefs, and gone on to use their self awareness to create more of what they want, transforming their business and career.

For further information visit [www.bluepeapod.com](http://www.bluepeapod.com) & [www.ruthsanderson.co.uk](http://www.ruthsanderson.co.uk)



## What others have said about our courses

*"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.*

## Our guarantee to you

If you don't like one of our courses, tell us before the end of the first full day and we'll refund you 100% of the price you paid.

Full terms, conditions and cancellation policy will be sent to you before you confirm and secure your booking.