

Harness the Power of Archetypes

Increase your resilience, live from your full potential



Have you been looking for answers to any of these questions?

- How can I get even better at handling uncertainty and ever-changing conditions?
- How can I increase my resourcefulness and resilience?
- How can I operate from my full potential and be of more service to others?
- How can I handle difficult people & resolve conflict?
- What's really motivating and driving my choices?
- Why do I sometimes feel powerless?

If you said yes to any of these questions, then understanding archetypes will provide you with answers.

What are Archetypes

Archetypes provide the deeper meaning for our experiences and our values. They shape how we respond to other people, how we deal with challenges, even how we interact with branding and marketing. Much more than that they invoke an unconscious emotional resonance which determines how we act.

Understanding the power of archetypes lets you discover the deepest sense of meaning in your life and for your career or business. In fact, I would say that understanding archetypes has made the single biggest impact to my effectiveness and resilience; and has made a significant difference to the clients I have shared this with.

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 archetypes, it's akin to driving an F1 car round the track with your feet hitting the accelerator and brake at the same time.

This programme allows you to consciously work with your archetypes, so they become an ally and powerful resource for you. One that you can tap in to and use at will.

Outcomes of The Programme

Drawing upon the work of Carl Jung and using the Person-Marr Archetype Indicator (PMAI) as a framework you will :-

- ✓ Know what the 12 key archetypes are that inform your life
- ✓ Realise the gifts each archetype brings and how you can tap into these and use them for the right situation
- ✓ Find out what's really driving the choices you make, and if it's not helpful, how you can change this
- ✓ 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 work with this
- ✓ Begin to understand where you are on your journey and have a meaningful conversation about the next steps
- ✓ Express more of your authentic self and build stronger relationships with others
- ✓ Consciously work with the patterns of thought and behaviour to create more success in your life
- ✓ Be able to recognise archetypes in others' behaviours to manage relationship dynamic

Who will be my guide?



Let me introduce myself, my name is Ruth Sanderson and I'm one of the few people in the world certified in Archetypes and the administration of both the personal PMAI and the Organisational OTCI tools.

An experienced trainer and certified Master Practitioner in Neuro-Linguistic Programming (NLP) and Time Line Therapy™, Social Styles, Talent Dynamics, and the Cultural Transformation Tool. I also have a BSc (Hons) in Applied Chemistry and a Diploma in Management. So that's the pieces of paper covered.

My background was as a Scientist and Manager in world-class chemical and FMCG companies. And I now have over 25 years' experience in the business world coaching and mentoring leaders internationally, to get breakthrough results. Especially in the areas of cultural transformation, resilience and authentic success.

You can find out more about me at bluepeapod.com or listen to the blue pea leader podcast.

Programme Design

This individual programme runs over approximately 24 weeks.

- a) Overview and introduction, includes videos and pre-work.
- b) Module 1 – The Ego. This includes videos and pre-work as well as two 1:1 sessions with Ruth
- c) Module 2 – The Soul. Videos and pre-work, plus two 1:1 sessions with Ruth
- d) Module 3 – The Self. Videos and pre-work, plus two 1:1 sessions with Ruth
- e) Review. Self reflection work and 1:1 session with Ruth

We'll get together via Zoom for all our sessions together so it doesn't matter where in the world you are, we can work together.

Investment

The entire programme is £1600 + VAT.

What benefits will I gain from doing this programme?

- ✓ 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 life, your career next.
- ✓ Feel confident you can utilise your deepest motivations to handle any future challenges giving you ultimate flexibility and increasing your resilience and stamina.
- ✓ Live a life of authentic success.

What others have said about this programme

Having just completed the archetypes programme I can highly recommend it to anyone that is looking for a deeper understanding of life and themselves, that is curious to become the person they always wanted to be and with that living a life full of joy, success and love.

For everyone the treasure will be different, for me, it was a life without anxiety, a life where I can be me no matter what and live in my own power with full authenticity.

Chris..... Investor

Thank you, Ruth, for the amazing Archetypes programme, and what a journey it was! Getting to know the archetypes has been a journey of self-discovery, understanding which ones that I regularly call on and also how I can work better with the ones that I was less comfortable with. Mastering the archetypes has led me to understand how I react to certain situations and identifying the archetypes of others so that I can take my communication skills to the next level.

Luke.... Business Development Manager

The Archetypes Programme came at a very important point in my life where I was making a huge career and life change. It helped me to examine parts of me that I had forgotten to access. There was an incredibly powerful transformational effect on me as I worked through the modules, seemingly happening at just at the right time and reminding me that my career, my work and my personal life are all things that can really improve if I use what I've learned from understanding archetypes.

Emily – Consultant