

Archetypes	Strengths			
Activist	Champion for a cause. Willingness to fight for beliefs			
Adventurer	Dauntless. Risk-taking. Focus. Daring. Spontaneity. Hunger for new experience			
Advocate	Energy, drive. Lifelong passion for championing the greater good and the rights of others. Ability to inspire others to action.			
Alchemist	Transformation. Purity. Transmutation of elements.			
Ambassador	Broadmindedness. Diplomacy. Communication. Clarity. Sensitivity. Prioritization. Loyalty.			
Angel	Capacity to inspire and relieve spiritual loneliness. Infinite compassion. Ability to be the bearer of miracles. Purity. Humility.			
Artist	Expression. Creativity. Inspiration. Unorthodox perspective. Talent for channeling the human experience into tangible form.			
Athlete	Strength and power. Discipline. Competence. Bravery. Honor. Tenacity. Achievement orientation.			
Caregiver	Altruism. Compassion. Patience. Empathy.			
Child	Temperament that is easily amused. Inner resilience. Positive attitude and energy. Fascination with the world.			
Citizen	Stewardship. Altruism. Respect. Fairness. Accountability. Tendency to be a good listener and hard worker.			
Clown	Ability to create fun and to make others laugh and cry.			
Companion	Loyalty. Patience. A trusted support.			
Creator	Imagination. Divergent thinking. Nonconformity. Developed aesthetic.			
Detective	Ability to research, bridge connections and uncover what is hidden. Instinct			
Dreamer	Vivid imagination. Creativity in the form of ideas, plans, inventions and concepts.			
Engineer	Practicality. Sensibility. Engagement. Honesty. Groundedness.			
Entertainer	Playfulness. Ability to provide enjoyment and diversion for a passive audience.			
Entrepreneur	Confidence to be led by a vision. Talent for innovation. High tolerance for ambiguity and complexity.			
Everyman	Great strength of character. Faithfulness. Supportiveness. Usefulness. Functionality. Resourcefulness.			
Explorer	Independence. Bravery. Freedom. Self-sufficiency. Nonconformity.			
Gambler	Reputation as a risk taker and a mover and shaker. Nerves of steel. Great instincts. Ability to read people's faces.			
Generalist	Expansive breadth of interests. Open-mindedness. Diverse talents. Nimble and facile mind.			
Guardian	Gift for nurturing guidance. Desire to offer loving oversight. Protection. Compassionate Discipline.			
Gourmand	Bon vivant. Sensuous.			
Healer	Inspiration. Empathy. Faith. Passion. Wholeness.			
Hedonist	Appetite for pleasure. Heightened physical senses. Appreciation. Expansiveness. Openness.			
Hero	Self-sacrifice. Courage. Redemption. Transformation. Faith. Strength. Stamina.			
Idealist	Belief in the possibility of positive change. Strong vision and work ethic toward the greatest common good. Authenticity. Altruism.			
Innocent	Unbridled sense of wonder. Purity. Freedom from preconceptions. Trust. Unconditional love. Spontaneity. Honesty. Wholesome.			
Innovator	Cross-pollination. Idea generation. Inspiration. High intellect. Curiosity.			
Jester	Wicked humor. Originality. Irreverence. Present moment awareness. Facile social skills.			
Judge	Discernment. Justice. Wisdom. Compassion. Fairness. Balance.			
Liberator	Humanitarianism. Justice. Strong conviction. Resolute morality. Optimism.			
Lover	Faithfulness. Passionate sensuality, sexuality, and intimacy. Expansiveness. Vitality.			
Magician	Ability to dream. Mysterious powers of perception. Awe-inspiring intuition and cleverness. Charisma. Highly evolved perspective.			
Matchmaker	Talent for thinking in metaphors. Open-mindedness. Cross-pollination. Strategic thinking. Confidentiality.			
Maverick	Independence. Nonconformity. Originality. Quirkiness. Fearlessness.			
Mentor	Ability to support others to reaching their highest potentials. Good listening skills. Objectivity. Accountability and presence.			
Muse	Ability to inspire creation of arts and literature and to give clarity, focus, and motivation. Facilitation of the growth of others.			
Networker	Talent for creating communities and connections. Empathy. Social flexibility.			
Patriarch	Protection. Selflessness. Leadership. Courage			
Pioneer	Passion for trailblazing and taking initiative			
Provocateur	Activation. Awakening. Powerful human insight. Fearlessness.			
Rebel	Leadership. Risk-taking. Progressive and provocative thought. Braver. Personal power. Brutal honesty. Experimentation.			
Reformer	Discernment. Maturity. Integrity. Balance. Long-term perspective. Strength to hold to principles. Dependability.			
Rescuer	Intuitive support. Quick Reflexes. Honor. Bravery. Strength.			
Romantic	Ability to see beauty and possibility. Radiance. Charm. Charisma. Wittiness. Intense emotions. Optimism.			
Ruler	Power. Confidence. Dominion. High status. Leadership.			
Sage	Wisdom. Intelligence. Truth seeking. Clarity of thought. Rational decision making. Prudence. Talent as a diligent researcher.			
Samaritan	Selflessness. Kindness. Self-sacrifice. Generosity.			
Scientist	Logic. Focus. Flashes of Brilliance. Dedication and commitment. Curiosity about reality.			
Seeker	Tireless inquiry. Honesty. Self-reliance. Flexibility. Open mind-set.			
Servant	Service. Ability to listen. Empathy. Awareness. Commitment to the growth of others. Humility. Stewardship. Openness.			
Shaman	Power to see and tell the truth. Spiritual nature. Sensitivity to nature and cycles of life. Ability to straddle worlds as a messenger.			
Shapeshifter	Changeability. Adaptability. Ability to navigate varying levels of consciousness. Reinvention. Detachment.			
Sovereign	Rank. Tradition. Benevolence. Assumed authority. Inherited responsibility. Nobility. Stability.			

Storyteller	Charisma. Dramatic expression. Keen insight. Intuitive understanding of the world. Empathy. Compassion.		
Translator	Skill as an intuitive communicator. Ability to make unexpected connections to reveal meaning. Sees patterns, tracks symbols.		
Visionary	Perception. Enlightened perspective. Illumination. Ability to offer insight for the greater good.		
Warrior	Valor. Fearlessness. Fortitude. Endurance. Conviction. Duty.		

Metaphors	Qualities	Captions
Anchor	Security. Stability. Steadfastness.	Basic anchors help define career effort.
Arts and Crafts	Beauty with function. Handiwork. Self-expression. Practicality.	A finished craft exists as an object of beauty and function.
Backswing	The windup and pause preceding forward motion. Reflection. Intentionality.	The backswing precedes a forward motion.
Balance	Ongoing effort and concentration	Balance needs ongoing effort and concentration.
Body	Many complex parts functioning for the benefit of the whole.	Even so, the body is not one part, but many
Book	Plot. Characters. Anticipation for the ending.	Your life as a book.
Box	Boundaries with which to define a problem or to break free from conventional thinking	People who can think outside of the box are tomorrow's pioneers.
Bridge	Connection. Landmark. Engineering feat.	Bridges are for connecting.
Butterfly	Transformation. Beauty. Grace. Peace.	I saw a butterfly flutter by.
Calling	Gripped by something stronger than the self. Compelled	Being gripped by something stronger than the self.
Coconut/Peach	Dark, Hard shell vs. soft & sweet inside	Dark, Hard shell vs. soft & sweet inside
Eagle	Soaring. Broad vision. Majestic. Responsive.	Eagles can have up to a 7 foot wingspan for soaring.
Fire	Crucible. Burnout/Regrowth. Urgency.	Finding one's passion in life.
Flotation	Buoyancy.	Encourage buoyancy.
Flow	Immersion, Lose track of time. In the zone.	Involved in an activity for its own sake.
Games of Luck	Chance. Probability.	Chance. Probability.
Garden	Toil. Tangible results. Setting an initiative into motion. Sitting in the shade.	Gardens aren't made by sitting in the shade.
Harvest	Bounty or Failure. Gratitude. Providence. Reap what you have sown.	Thinking about goals.
Hero	Epic story. Redemptive.	Most heroes start out as ordinary people.
Journey	Setting forth.	A journey of a thousand miles starts from beneath one's feet.
Juggling	Constant movement and adjustment. Focus.	Everything is constantly moving.
Ladder	Step-by-step. Linear. Moving up.	Thinking about success.
Legacy	Enduring qualities. Lifeline. Responsible precedent.	We create a legacy by how we have lived.
Magnetic Force	Attractor. Electrical charge. Charismatic.	We need to identify our own electrical charge.
Marketing	Brand. Outreach. Value proposition.	The job search is a sales campaign.
Mime	copy, reproduce, emulate	copy, reproduce, emulate
Mold	Structure, walls, rules, lack of vision	You are remembered for the rules you break.
Music	Style. Genre. Expression. Mood. Technique. Tempo.	All that jazz!
Network	Links and connections.	Networking is more than a one-time endeavor.
Performance	Role. Venue. Audience. An experience.	Role. Venue. Audience. An experience.
Puzzle	Pieces that are difficult to put together. Patience. Detail orientation. Looking for the big picture.	Who in the world am I? Ah, that is a great puzzle.
River	Ebbing, flowing, and layered movement. Fast or slow.	Ebbing, flowing, and layered movement. Fast or slow.
Role	Audience. In the spotlight. Performance.	Life roles are wide ranging.
Roller Coaster	Ups and downs. Thrill. Impact., anxiety	You have ups and downs if you don't fall off.
Second Wind	Newfound energy. Momentum. Comeback.	Runners wait for a second wind, when the lungs expand to take in more oxygen.
Small	All things start small	All things start small
Snowball	Gathering momentum. Getting bigger. Gaining the attention of others.	First find some wet snow and make a hard ball.
Storm	Prediction. Approaching on the horizon. Anticipation. anger	Seek the eye of the storm.
Transportation	Mode of mobility. Optimizing a trip from origin to destination.	People tend to identify with the vehicles they use.
Wind	Adjusting to prevailing conditions. An unseen force.	You can't adjust the wind; you can set your sails.
Winning	Strategic. Determined. Artful.	There is nothing inherently wrong with winning.
Yellow Brick Road	Adventure. Troubles. Difficulty. Destination-oriented, journey	Wizard of Oz (1939, Warner Bros.)