

Introduction

The Four Cardinal Orientations define four groups, with each group containing three types (as the wheel of archetypes shown above illustrates). Each group is motivated by its respective orienting focus: **ego-fulfillment, freedom, socialness and order**. This is a variation on the three groups of Types previously mentioned; however, whereas all the types within the **Ego, Soul & Self sets all share the same driving source, the types comprising the four orienting groups have different source drives but the same motivating orientation..** Understanding the groupings will aid in understanding the motivational and self-perceptual dynamics of each type.

Credit: Carl Golden http://www.soulcraft.co/essays/the_12_common_archetypes.html

1. The Innocent (Ego Type)

Motto: Free to be you and me
Core desire: to get to paradise
Goal: to be happy
Greatest fear: to be punished for doing something bad or wrong
Strategy: to do things right
Weakness: boring for all their naive innocence
Talent: faith and optimism
Also known as: Utopian, traditionalist, naive, mystic, saint, romantic, dreamer.

2. The Orphan/Regular Guy or Gal (Ego Type)

Motto: All men and women are created equal
Core Desire: connecting with others
Goal: to belong
Greatest fear: to be left out or to stand out from the crowd
Strategy: develop ordinary solid virtues, be down to earth, the common touch
Weakness: losing one's own self in an effort to blend in or for the sake of superficial relationships
Talent: realism, empathy, lack of pretense
Also known as: The good old boy, everyman, the person next door, the realist, the working stiff, the solid citizen, the good neighbor, the silent majority.

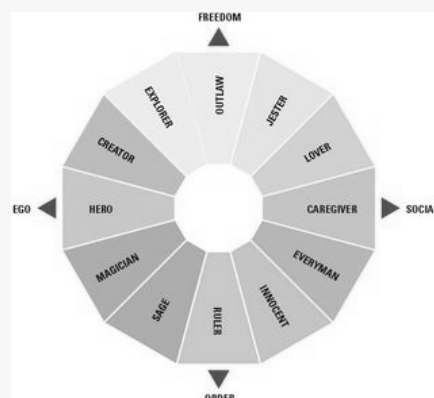
3. The Hero (Ego Type)

Motto: Where there's a will, there's a way
Core desire: to prove one's worth through courageous acts
Goal: expert mastery in a way that improves the world
Greatest fear: weakness, vulnerability, being a "chicken"
Strategy: to be as strong and competent as possible
Weakness: arrogance, always needing another battle to fight
Talent: competence and courage
Also known as: The warrior, crusader, rescuer, superhero, the soldier, dragon slayer, the winner and the team player.

4. The Caregiver (Ego Type)

Motto: Love your neighbor as yourself
Core desire: to protect and care for others
Goal: to help others
Greatest fear: selfishness and ingratitude
Strategy: doing things for others
Weakness: martyrdom and being exploited
Talent: compassion, generosity
Also known as: The saint, altruist, parent, helper, supporter.

Four Cardinal Orientation of Archetypes



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5. The Explorer (Soul Type)

Motto: Don't fence me in

Core desire: the freedom to find out who you are through exploring the world

Goal: to experience a better, more authentic, more fulfilling life

Biggest fear: getting trapped, conformity, and inner emptiness

Strategy: journey, seeking out and experiencing new things, escape from boredom

Weakness: aimless wandering, becoming a misfit

Talent: autonomy, ambition, being true to one's soul

Also known as: The seeker, iconoclast, wanderer, individualist, pilgrim.

6. The Rebel (Soul Type)

Motto: Rules are made to be broken

Core desire: revenge or revolution

Goal: to overturn what isn't working

Greatest fear: to be powerless or ineffectual

Strategy: disrupt, destroy, or shock

Weakness: crossing over to the dark side, crime

Talent: outrageousness, radical freedom

Also known as: The rebel, revolutionary, wild man, the misfit, or iconoclast.

7. The Lover (Soul Type)

Motto: You're the only one

Core desire: intimacy and experience

Goal: being in a relationship with the people, work and surroundings they love

Greatest fear: being alone, a wallflower, unwanted, unloved

Strategy: to become more and more physically and emotionally attractive

Weakness: outward-directed desire to please others at risk of losing own identity

Talent: passion, gratitude, appreciation, and commitment

Also known as: The partner, friend, intimate, enthusiast, sensualist, spouse, team-builder.

8. The Creator (Soul Type)

Motto: If you can imagine it, it can be done

Core desire: to create things of enduring value

Goal: to realize a vision

Greatest fear: mediocre vision or execution

Strategy: develop artistic control and skill

Task: to create culture, express own vision

Weakness: perfectionism, bad solutions

Talent: creativity and imagination

Also known as: The artist, inventor, innovator, musician, writer or dreamer.

9. The Jester (Self Type)

Motto: You only live once

Core desire: to live in the moment with full enjoyment

Goal: to have a great time and lighten up the world

Greatest fear: being bored or boring others

Strategy: play, make jokes, be funny

Weakness: frivolity, wasting time

Talent: joy

Also known as: The fool, trickster, joker, practical joker or comedian.

10. The Sage (Self Type)

Motto: The truth will set you free

Core desire: to find the truth.

Goal: to use intelligence and analysis to understand the world.

Biggest fear: being duped, misled—or ignorance.

Strategy: seeking out information and knowledge; self-reflection and understanding thought processes.

Weakness: can study details forever and never act.

Talent: wisdom, intelligence.

Also known as: The expert, scholar, detective, advisor, thinker, philosopher, academic, researcher, thinker, planner, professional, mentor, teacher, contemplative.

11. The Magician (Self Type)

Motto: I make things happen.

Core desire: understanding the fundamental laws of the universe

Goal: to make dreams come true

Greatest fear: unintended negative consequences

Strategy: develop a vision and live by it

Weakness: becoming manipulative

Talent: finding win-win solutions

Also known as: The visionary, catalyst, inventor, charismatic leader, shaman, healer, medicine man.

12. The Ruler (Self Type)

Motto: Power isn't everything, it's the only thing.

Core desire: control

Goal: create a prosperous, successful family or community

Strategy: exercise power

Greatest fear: chaos, being overthrown

Weakness: being authoritarian, unable to delegate

Talent: responsibility, leadership

Also known as: The boss, leader, aristocrat, king, queen, politician, role model, manager or administrator.



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Page 3 of 3.

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