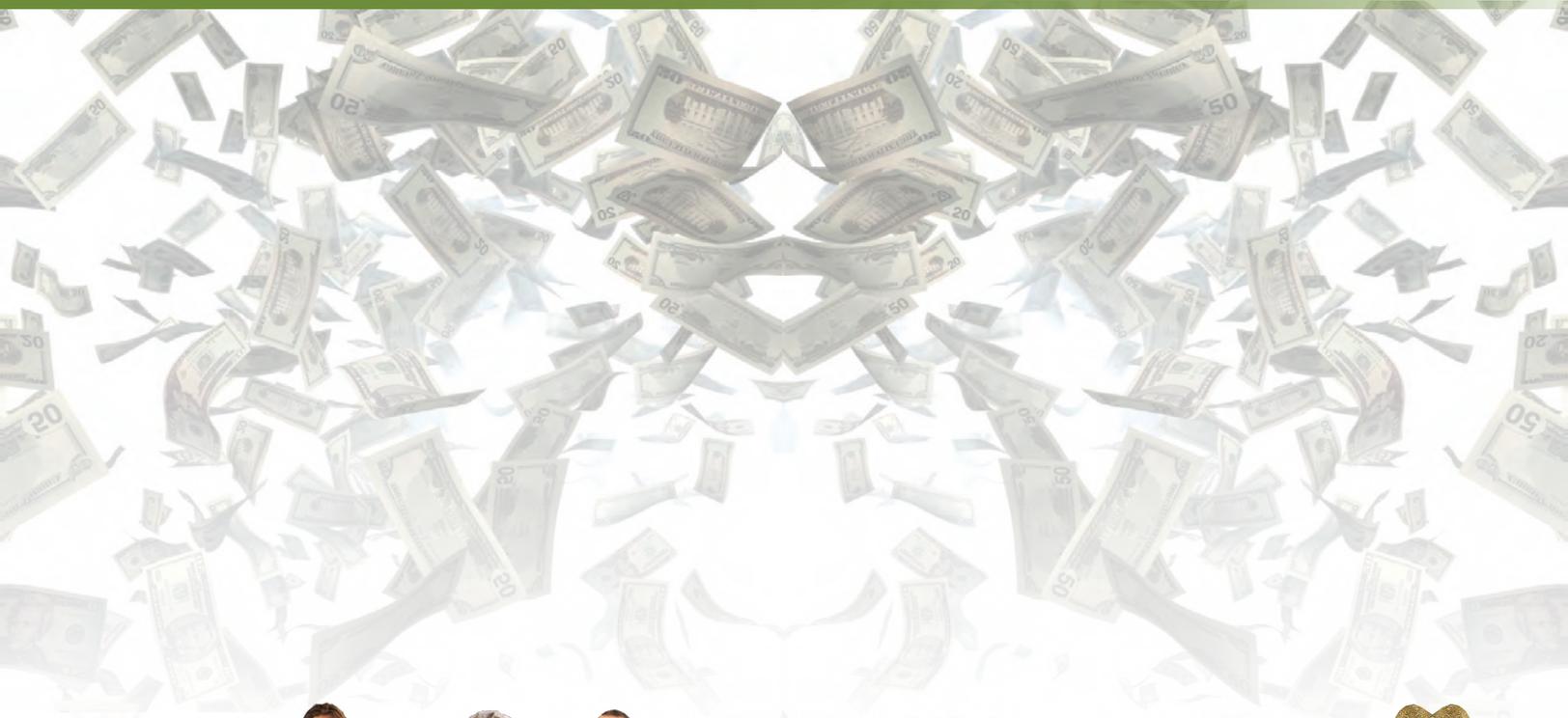


BUSINESS

ARCHETYPES OVERVIEW



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INTRODUCTION

Archetypes represent core pattern and behaviors that are present in all businesses. Our methodology identifies 10 primary archetypes (or behavior types) as lying underneath all business activities.

Here is the list of Business Archetypes:

- 1.The Rebel
- 2.The Warrior
- 3.The Servant-Leader
- 4.The Gambler
- 5.The Novice
- 6.The Inventor
- 7.The Dictator
- 8.The Conservator
- 9.The Entrepreneur
- 10.The Master

1- NOVICE

The Novice is the most inexperienced of all the archetypes. They are generally new to business and may have only previously held jobs where they were not responsible for moving the business forward independently. They may have jumped into their business venture on the basis of some long-term dream that they have held but never acted on. They have a tendency to make emotional decisions that are often impractical and impulsive rather than well-thought out. They lack a general understanding of how to run a business or how to take their product or service to market. Without help guidance and support this archetype is most likely to fail within a period of a couple of years simply because they don't know what they don't know. They tend to make expensive mistakes and if they do not have extensive financial resources they can burn through their capital pretty quickly. For example, it is not uncommon for the novice to spend a lot of money on brick-and-mortar facilities before they have any idea of how they're going to make money. They suffer from the "if I build it, they will come mentality" only very often no one ever shows up.

The novice greatly needs professional advice and coaching in order to overcome their lack of experience and reduce the potential negative outcomes created by their naïveté. Armed with good advice, a solid plan and knowledge of the right actions, the Novice can easily be guided to success.

Characteristics of the Novice Type



2- GAMBLER

The Gambler is the business archetype may be prone to taking excess of risk. A bit of an adrenaline junkie by nature, this archetype loves the game of business. He is May have a tendency toward grandiosity and thinks in terms of winning big as opposed to a more practical methodical approach. An example of this might be someone who over invests in a product with the belief that it's going to sell quickly and then ends up with too much inventory that they cannot move. This in turn creates cash flow problems that can be challenging and or threatening to the business survival. Occasionally however, because they're willing to take risks they may occasionally hit it big. This is usually more a matter of luck rather than good business strategy. More often than not, as a result of their lack of research and impulsivity, this archetype may suffer from a repeated feast or famine dynamic. One month they'll be rolling in money and the next they won't be able to pay their bills. This archetype also has a tendency to accumulate debt, be overleveraged and or to spend money they do not have on the "come" so to speak. They may also have addictive tendencies that fuel their tendency to take unnecessary risks.

However, the gambler needs is to develop a long-term vision, plan and strategy that they can begin to work on a consistent basis. Without a vision this archetype has a tendency to suffer from a lack of focus and discipline. They greatly need to build their warrior and entrepreneur archetypes in order to sustain their business. If they have a strong need to go big they would be better advised to do so with a small percentage of their business rather than risk the whole

Enchilada.

Characteristics of the Gambler Type



3- SERVANT-LEADER

The Servant-Leader is a modern-day hero archetype who leads from a place of democracy and concern for the welfare of others. Often deeply cause-oriented and purposeful, the servant leader is internally motivated to produce good for the benefit of others, whether that be in products or services, or even within their own organization. A true patriarch or matriarch, the servant leader often represents the positive father or mother figure in an organization who often takes on great responsibility for the well-being of others which may result in boundary issues with employees or clients. They are often deeply sensitive and compassionate leaders who consider people and fairness above business and profit. This causes them to be a bit idealistic where business is concerned and sometimes hard decisions must be made. When this happens, they will have the tendency to sacrifice themselves before others. The upside of this dynamic is that they generally have very loyal clients and come in and employees who would follow them to the ends of the earth. The downside of this archetype is they are prone to worry, stress and burnout. They may also have a tendency to over-serve and undercharge.

Characteristics Of The Servant-Leader Type



4- WARRIOR

The Warrior is the archetype of action in business. The warrior is a great team player as well as quite capable of working independently to achieve whatever goals are before them. This archetype is the achiever of goals and is generally quite focused and disciplined. Often competitive, the warrior is by far the best sales and marketing person in any organization. They thrive on meeting or exceeding sales goals and are the consummate "Hunter." If you want something done right and quickly, the warrior is the archetype to call on. They do not, however, suffer fools well. They could be more graceful in their communications and may need to develop patience, especially where others are concerned. Because they are generally "Type A" personalities, they can be a bit forceful and intense at times. They may need to develop greater compassion for others who do not think or move as quickly as they do.

Characteristics of the Warrior Type



5- ENTREPRENEUR

The Entrepreneur is generally speaking not just a business owner who provides a Service or product but someone who is truly innovative whatever product or services they provide. A person who buys a McDonald's franchise and runs it like all McDonald's franchises is not an entrepreneur. A person who buys a restaurant and reinvents how retail fast food is produced and served in an entirely new way is an entrepreneur. Many people believe they are entrepreneurs but do not in any way innovate and are therefore business owners not entrepreneurs. A true entrepreneur is a big picture, big idea person. Most entrepreneurs see potential where others do not. They are the pioneers, sometimes inventors, thought-leaders and change agents of the world. Life would be better very stagnant and boring without entrepreneurs who are willing to take risks to create and manifest their ideas. The entrepreneur tends to feed on adrenaline and is usually highly energetic and optimistic. They do not take no for an answer easily if at all. They are relentless and relatively fearless in their endeavors. They're usually quite strategic and take the long view toward fulfilling their vision and purpose.

Characteristics of the Entrepreneur Type



6- DICTATOR

The Dictator- Dictators live for status, power over others, control, and acquisition. All negotiations in their minds are win/lose propositions so every arrangement they make whether large or small is a victory or defeat for themselves personally. However, charming or cordial they may appear they are constantly evaluating others for the benefit or harm that others might represent to themselves. They can be ruthless and demanding when in a position of power over others, and their subordinates often live in constant fear of their disapproval. In business, Dictators can be successful and rarely fail without a fight. They are strong-willed and strong-minded and may solicit the advice of others but are unlikely to readily follow such advice without a clear personal benefit attached. Dictators can be extremely competent at their jobs and have scorn for others who are less able than themselves. They do not easily take personal responsibility for mistakes and will throw somebody else under the bus for a failure if there is any means possible to do so. Dictators are often highly litigious and can find themselves embroiled in ongoing lawsuits, which they are usually determined to win at any cost.

Because true Dictators are wary of others it is rare for them to seek outside support or counsel. When they do accept coaching they are unlikely to reveal their true feelings or motivations unless they are so certain of themselves that they don't mind expressing how little true regard they have for others. They are also highly secretive and not inclined to "show their cards" easily, if ever. When the Dictator is combined with the Warrior and the Entrepreneur, it is common for the person to become extremely wealthy and successful. The greatest challenge for the Dictator is to accept guidance and to trust others, for they live in a state of continuing mistrust of the motivations of everybody around them. At the bottom of their mistrust is an inherent fear that they compensate for through aggressive behavior and conquest.

Characteristics of the Dictator Type



7- INVENTOR

The Inventor- Inventors are problem-solvers and creators in the business world. They invent and make things or are pioneers in a field. Whether making cabinets, designing a circuit board, or creating new IP, they are happiest producing something using their natural skills and talents. Inventors may not have highly developed social skills and usually lack the sales finesse of the Warrior or the social vision of the Entrepreneur. Inventors are inherently different from Entrepreneurs in that Inventors' areas of expertise usually revolve around ideas, task and craftsmanship, instead of the more global and social perspectives of the Entrepreneur. Inventors can often be impractical in business and hold up releasing new products because they are not perfect or lack certain features. Like the Novice, they can believe that customers will want their products without having proven demand first. Inventors can become impatient with others who don't share their business visions and must learn to tolerate other perspectives than their own. However, inventors are "process people" and typically respond well to coaching and are intrigued by the steps involved in creating improvement. Further, organizations depend on inventors to keep products and services fresh and to ensure the quality of goods being delivered to customers. The operations areas of all companies depend heavily on Inventors and Conservators.

Characteristics of the Inventor Type



8- CONSERVATOR

The Conservator- Conservators consider themselves responsible for maintaining the stability of the organization by looking to tradition and accepted best practices. They are reluctant to implement changes and believe that such changes will result in instability and catastrophe. Conservators can be an excellent balance for Gamblers, Entrepreneurs, Warriors, and others who want to implement changes in a possibly reckless manner (that is, if they can get along with one-another!). Conservators may appear staid to others, but they are often right in that organizations rarely experience catastrophic failures when managed by Conservators. However, Conservators can find themselves out-innovated and out of a job in volatile industries such as technology where constant change is mandated for survival.

Conservators are often excellent financial managers and have a great deal of persistence to follow through on administrative, organizational, and financial tasks. Whereas Inventors will be constantly tinkering with and improving products, Conservators inspect production methods to ensure that products are being produced properly while still providing an adequate profit margin. Companies rarely become rich with a Conservator managing them, but they are unlikely to go out of business overnight either.

Characteristics of the Conservator Type



9- REBEL

The Rebel- At first glance Rebels appear to be counterproductive to any kind of business environment. They are rarely team players and are quick to criticize management and others for failings. They have a hard time getting along with others and only participate in social groups when the purpose of the group is to foster discontent with the established order. Essentially, Rebels are self-centered by nature. However, some organizations deliberately hire Rebels or are even founded by Rebels because when Rebels succeed, they tend to do so in a big way with a great deal of fanfare. Like the Entrepreneur, Rebels can have a broader social vision or identify injustices that may turn out to be right. Successful Rebels can mirror some of the qualities of the Dictator because they are inherently intolerant of others and at least somewhat distrustful. When in positions of power they are very demanding on their subordinates and may engender an “Us versus the World” mentality. They can also involve themselves in toxic behaviors such as drug and alcohol addictions, promiscuity, or other social vices.

When Rebels are unable to fully express themselves or are unsuccessful, they easily become brooding and resentful. In such circumstances they begin to mimic the Victim archetype, blaming their woes upon Society, their co-workers, or any number of other sources. Like the Dictator, they can be drawn into lawsuits and conflicts. But, unlike the Dictator, they always fight for the “Principal of the matter” or the “Greater cause” instead of solely for personal gain.

Characteristics of the Rebel Type



10- MASTER

The Master- Masters tend to be older than others simply because of how long it takes to become a Master. Research shows it takes a minimum of 10 years or 10,000 hours to become a Master. As a result, rarely do extremely gifted individuals become a Master in an area before they become middle-aged, although it is possible. The Master in an organization is the person that others look up to for answers when things are going wrong. Masters can often outperform others using less resources than others require. In well-designed organizations they are mentors or oversee the production of others.

Masters can be vulnerable to becoming so certain of themselves that they no longer question or adapt to their environments. However, the greatest Masters maintain an inquisitiveness that allows them to make new discoveries even at an advanced age. Even so, Masters may need coaching around the fact that despite their mastery of a specific discipline, they are not Masters of ALL skills and disciplines. In this way Masters must accept the humility of being guided in areas where they are not as competent in their core skills.

Characteristics of the Master Type



ABOUT THE AUTHOR



Deborah Price is the Founder and CEO of the Money Coaching Institute, which provides money coaching services and training to individuals, couples and families. A former financial advisor for over twenty years with firms such as Merrill Lynch, Mass Mutual, AIG and London Pacific Advisors, Deborah left the financial industry to pioneer the field of Behavioral Money Coaching in 2001.

Coping with money issues, both practically and psychologically, continues to be a major life struggle for millions of people and yet, there is very little help available. As a result, people often manifest money patterns, beliefs and behaviors that can prevent them from experiencing their full financial potential. Deborah has developed a unique, step-by-step coaching program that helps clients move beyond barriers to their personal and financial success. As a result, client's experience renewed hope, restored relationships, increased confidence, and enhanced personal and financial success.

Through education and awareness, Deborah is committed to empowering others both personally and financially. She is the author of *Money Therapy: Using the Eight Money Types to Create Wealth and Prosperity*; *Money Magic: Unleashing Your Potential for Wealth and Prosperity*; and her latest book, *The Heart of Money: A Couples Guide to Creating True Financial Intimacy*. She is considered one of the foremost experts in her field and speaks and teaches globally. She has trained over five hundred Certified Money Coaches (CMC)® throughout the USA, Canada, Singapore, England, France, Hong Kong, Malaysia, Indonesia, Australia, South Africa, and Jordan.

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