



What are your archetypal superpowers?

Each archetype wants to express itself and contribute the best of its potential to the world. The Warrior needs battles to fight and win. The King and the Queen need kingdoms to care for, manage, and develop. The Wizard needs to combine elements and come up with surprising new ways of creating things, and the Advocate needs lost causes and victims of the system to fight for its rights. The archetypes that characterize us are constantly looking to take the stage to express themselves, release their energy, and transcend their actions at their highest level. Since work is a critical component in our lives and the pursuit we spend so much of our time, it is one of the most significant areas where our archetypes reveal themselves.

Can you imagine how powerful it would be to understand the motivations of employees' archetypes? Is it possible to know the agenda of their archetypes and take advantage of that insight? The answer is yes, it is possible.

Let us start with ourselves. As a first approach, go and explore from a high level which archetypes in this article you identify with (pick at least three). To do so, read what are the superpowers of each one and see if you relate to them as something you bring when: making decisions, managing conflict, working on a project, during meetings, and most probably in many other interactions, not only at work but in your personal life too. Keep an eye on the behaviors that each archetype exhibits under stress.

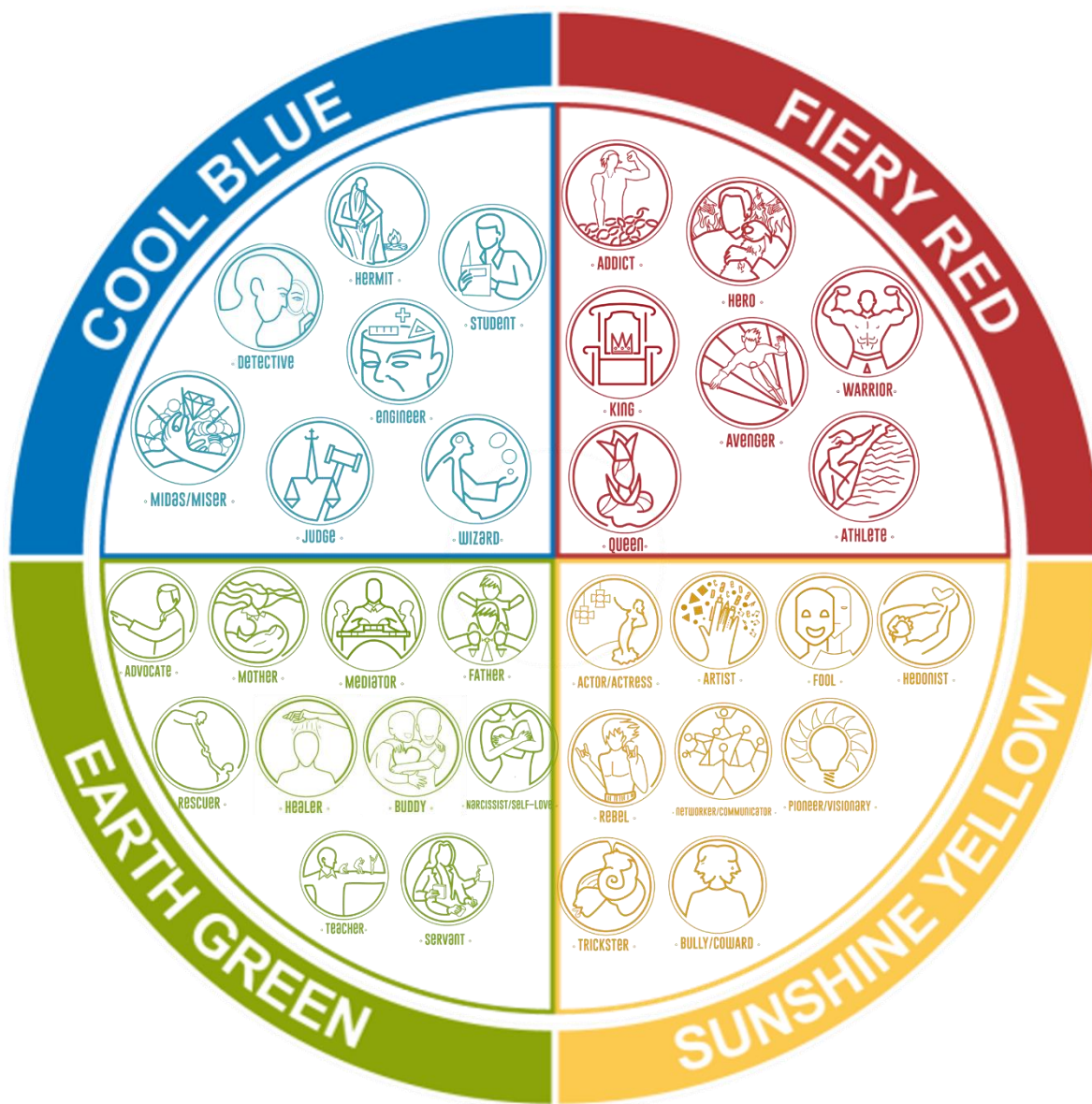
I encourage you to ask for feedback from your teammates at work and your family and friends at home, asking them to provide examples of how and when you have used these superpowers and these under-stress behaviors while interacting with them. If you frequently do something, it would be wise to go deeper in your knowledge of these archetypes' agenda: their needs, lights, and shadows (all this information is in the Exponential Engagement book). You must become accountable for your archetypes and learn to manage and orchestrate them, so you bring to the world their full potential.

Are we ready?

PS: Do not forget to ask your employees to do the same exercise. You will be surprised by the amount of knowledge that will surface, and this will help you and them to understand their behaviors, talents, preferences, approach to problems, and much more.




My correlation of how archetypes relate to the Insights Discovery model is based on a series of interviews I have had with my clients over the years. More formal investigations and data are associated with this subject, and Discovery Insights has its official correlation and an archetypal report. What I share with you is what in my professional practice as a consultant and coach has proven to have a powerful impact on people development, team effectiveness, and the bottom-line results. I do not have any copyright of the Insights Discovery Model, and this PDF does not intend to claim it.





Following, you will find how colors group archetypes based on my personal experience: RED, BLUE, GREEN, AND YELLOW. Each color combines two out of four of Carl Jung's personality types: Introvert, Extrovert, Feeler, and Thinker, based on the Insights Discovery Model.



THE RED FAMILY (EXTROVERT THINKER)

The archetypes in this family are competitive, demanding, determined, strong-willed, and results-oriented. They love to be direct and right to the point in their conversations. They like to deal with people that are confident and assertive. They are highly energetic and dominant.



 <p>• ADDICT •</p>	<p>SUPERPOWER: FOCUS</p> <p>My superpower is to put intensity and focus into something for an extended period and get a result.</p> <p>When I take on something, I cannot let it go; no matter what happens, I need to continue until I take it to where it is required. My intensity is that of a laser upon its target.</p> <p>Behaviors under stress: Don't stop and never rest. It's never enough. I become quite obsessive, to the point of not sleeping or taking a break. This intensity takes a high toll on my health and my relationships.</p>
 <p>• HERO •</p>	<p>SUPERPOWER: SAVE THE DAY</p> <p>My superpower is focused on taking leadership in times of crisis.</p> <p>I orchestrate things to reverse an undesirable situation that has subjugated everyone. My motto is having us fight the enemy, defeat it, and be recognized for it.</p> <p>Behaviors under stress: If I don't do something right now, no one else will. Lead resources and energy into the action without consensus or even acting alone because it seemed right. I am facing the consequences of those heroic acts when they go wrong.</p>
 <p>• KING •</p>	<p>SUPERPOWER: LEADERSHIP</p> <p>My superpower is to inspire, align and empower others toward achieving a goal.</p> <p>I have the gift of command and the strength to give direction. I always maintain a long-term vision. I am strategic and efficient in making decisions.</p> <p>Behaviors under stress: Become highly bossy. Giving directions to every single person and expect total adherence to these commands. Taking all decisions to ensure they are the proper ones.</p>


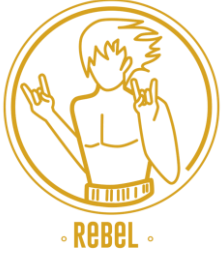

 <p>• WARRIOR •</p>	<p>SUPERPOWER: ACT</p> <p>My superpower is to stop the talk and start the walk. Just do it.</p> <p>I love things to happen, removing obstacles and fighting the necessary battles to win the war. I get plenty of stamina getting into action, and I enjoy having a good adrenaline rush.</p> <p>Behaviors under stress: Make it happen no matter what. Move into action without hesitating or taking any consideration. Better not try to stop me because I most likely run over you.</p>
 <p>• QUEEN •</p>	<p>SUPERPOWER: CONTROL</p> <p>My superpower lies in moving people, systems, or, if necessary, everyone (the whole organization) because things happen when I'm in charge.</p> <p>I have the gift of command and the ability to make powerful alliances, and I am benevolent and generous with those who show me loyalty.</p> <p>Behaviors under stress: If someone does not fulfill his commitment, he will pay for it. Nothing escapes my control. I give extreme follow-up to make people accountable.</p>
 <p>• AVENGER •</p>	<p>SUPERPOWER: RESTORE</p> <p>My superpower is to restore the balance caused by the abuse of power.</p> <p>I will move in and out of the system so that justice is imparted, benefiting, and restoring the dignity of those who have been victims of it at any cost.</p> <p>Behaviors under stress: Making you pay for what you've done based on a personal assessment. Spending much energy to get even with someone, no matter the consequences. Level the justice scale at any cost.</p>
 <p>• ATHLETE •</p>	<p>SUPERPOWER: BREAKTHROUGH</p> <p>My superpower is to challenge people's limitations for them to achieve goals that previously would have seemed out of reach.</p> <p>I push myself to the limit and demand the same of others to break through, bringing out their extraordinary potential. Strength, discipline, and courage are my motto.</p>




	Behaviors under stress: Excessive tension to achieve an out-of-this-world (impossible) performance. Setting the expectations so high that no one could fulfill them. Leading himself and others to burn out.
--	--


YELLOW FAMILY (EXTROVERT FEELER):

The archetypes in this family are enthusiastic, persuasive, creative, social, participative, and extroverted. They always get noticed, and they love to be involved. They need constant stimulation, novelty, change, and purpose to channel their energy. They are open and flexible. They hate isolation and have been tied to a routine.

 <p>◦ ACTOR/ACTRESS ◦</p>	<p>SUPERPOWER: MOTIVATE</p> <p>My superpower is to know how to draw the attention of others to where it is needed. I have the charisma to give away.</p> <p>When acting, I move the emotions of those around me, getting them to align around an opinion, a point of view, or an argument. I am the one to call when we need people to buy in and move ahead in the same direction.</p> <p>Behaviors under stress: Exaggerate and overreact to ensure that resources and the sense of urgency are where I need them. Sets an “Oscar award” performance (drama) to have things my way.</p>
 <p>◦ FOOL ◦</p>	<p>SUPERPOWER: CUNNING</p> <p>My superpower is to lighten the load of situations that go to dead ends by using humor and cunning properly.</p> <p>I have the gift of saying what no one else dares without someone taking it personally and, at the same time, confronting what has been avoided.</p> <p>Behaviors under stress: Cracking jokes, making it impossible to talk anything seriously. Being harsh and critical under the disguise of humor. Communication is filled with sarcasm.</p>



 <p>• HEDONIST •</p>	<p>SUPERPOWER: ENJOY</p> <p>My superpower is to make every task and moment something pleasurable and joyful.</p> <p>If something feels right, it's okay, and if it doesn't feel right, it's time to stop and redirect. I restore the right to position pleasure as a principle and guide to be more productive. Work should feel like a continuous “flow.”</p> <p>Behaviors under stress: Focus on those activities that bring pleasure while avoiding unpleasant tasks, even if they are a priority. Entitled to use time and company assets for the sake of pleasure.</p>
 <p>• REBEL •</p>	<p>SUPERPOWER: CHALLENGE</p> <p>My superpower is to challenge the established, the status quo. I question what everyone is accepting without thinking.</p> <p>I know myself as different, unique, and unrepeatable. I am the one who often disagrees, and by doing so, I encourage new ways of thinking and doing things.</p> <p>Behaviors under stress: Increases his unconventional (out of the norm) behaviors. He disagrees with almost everything and challenges others until he is sure things are moving in the “right direction.” He acts as if he is never satisfied.</p>
 <p>• NETWORKER/COMMUNICATOR •</p>	<p>SUPERPOWER: CONNECT</p> <p>My superpower is to create networks of people whose interaction improves results far beyond what an individual would achieve by himself.</p> <p>I make sure that all communication becomes effective and efficient. I sure know someone you need.</p> <p>Behaviors under stress: Involve too many people to work on something. Connecting the current situation to everything adds complexity to relatively simple issues. Talking too much.</p>





 <p>• PIONEER/VISIONARY •</p>	<p>SUPERPOWER: VISION</p> <p>My superpower is to glimpse future opportunities long before others can see them.</p> <p>My gift lies in describing these opportunities and creating ways to capitalize on them. I give a competitive advantage by innovating and thinking out of the box.</p> <p>Behaviors under stress: Completely detach from the day-to-day needs. Focus on the future and its possibilities. 100% strategic and 0% tactic. Seem to be daydreaming instead of facing reality.</p>
 <p>• TRICKSTER •</p>	<p>SUPERPOWER: DIVERGE</p> <p>My superpower is to expose how relative any point of view or assumption is, even when assumed to be reality. I promote creativity by creating chaos and discussion, from where new forms emerge that otherwise would never arise.</p> <p>I am unpredictable and foxy. I know how to move in deep risky waters and never drown.</p> <p>Behaviors under stress: Contradicting, using paradox, and frequently changing his position based on personal convenience. Uses his genius to support and discard other people's arguments to move people where he wants them.</p>
 <p>• ARTIST •</p>	<p>SUPERPOWER: CREATIVITY</p> <p>My superpower is to provoke emotions and incite desires by penetrating the unconscious creatively and uniquely expressing its contents.</p> <p>I have the gift of communicating from my right cerebral hemisphere: nonlinear, spatial, visual, intuitive, associative, and symbolic.</p> <p>Behaviors under stress: A need to make everything unique, stylish, and with his personal touch might end up distorting its essence. Giving too much importance to having solutions that show their signature (a work of art) and often are out of context.</p>




 <p>◦ BULLY/COWARD ◦</p>	<p>SUPERPOWER: PROVOCATIVE</p> <p>My superpower is to know when to give away my power and when to impose it depending on a given context and situation.</p> <p>I know how to use conflict as a strategy to expose opportunities that otherwise would go without notice and create a healthy tension to have the opposites collaborating.</p> <p>Behaviors under stress: Use power plays to divide and conquer. Trigger other people's buttons to expose their weakness and win over any discussion. Retreat in denial to play safe when needed.</p>
---	--


GREEN FAMILY (INTROVERT FEELER):

The archetypes in this family are caring, devoted, patient, encouraging, and service-oriented. They are here to support you and help you grow, mature, feel safe, get what you deserve or need, and always get your back. They take one step at a time and carefully help you get to the other side of the river. They hate last-minute surprises and making quick decisions.

 <p>◦ FATHER ◦</p>	<p>SUPERPOWER: DEVELOP</p> <p>My superpower is to help you face life and work challenges by yourself. I push you to be autonomous and independent.</p> <p>I want you to create your structure, have your discipline and respect the correct values to succeed in the context you aim to do so.</p> <p>Behaviors under stress: Pushing people to mature too soon, too fast. Diminish any emotional/relational support to others to the point they feel they are left on their own to face their luck.</p>
 <p>◦ MEDIATOR ◦</p>	<p>SUPERPOWER: INTEGRATE</p> <p>My superpower is to move those with an opposing viewpoint from antagonism and mutual exclusion into cooperation and inclusion.</p> <p>I can build bridges between people. I manage to move people from conflict to a solution that benefits the whole and its parts.</p> <p>Behaviors under stress: Trying to avoid all kinds of friction, sometimes even sustaining an artificial (fake) happy work environment. Investing all their energy looking for people to get along with while avoiding conflict.</p>



	<p>SUPERPOWER: TRUST</p> <p>My superpower is to be loyal and trusted even in extreme situations.</p> <p>I am the person you can count on in the good times and in the bad times. I will protect our bond while facing whatever challenge we go through. I have your back.</p> <p>Behaviors under stress: Not being able to support an argument or saying no, for fear someone will be upset. He needs to be backed up by someone else (especially his buddy).</p>
	<p>SUPERPOWER: HEALING</p> <p>My superpower is to help people, brands, or teams to release from the hurt they are carrying and facilitate a process to reestablish their wellbeing.</p> <p>I open the door for them to forgive any past deeds, enabling them to detach from their past and focus their energy and resources on the here and now.</p> <p>Behaviors under stress: Believing that all solutions must be worked on an emotional or spiritual level. Becoming the team's unrequested therapist.</p>
	<p>SUPERPOWER: NURTURE</p> <p>My superpower is to give others the time and resources to grow and mature. I am patient, protective, and at the same time, assertive and forceful.</p> <p>I am confident that everyone can reach their greatest potential with due care.</p> <p>Behaviors under stress: Overprotecting those she considers her children. Focusing her energy on getting all kinds of support to those who seem needy—making people dependent on her.</p>
	<p>SUPERPOWER: ADVOCATE</p> <p>My superpower is to give voice and visibility to those who need to be seen and heard.</p> <p>I know the system and its rules, principles, and values and move within it skillfully to ensure that people's opinions and viewpoints are considered. Justice includes us all.</p>




	<p>Behaviors under stress: Becoming highly argumentative, defending his point of view with all the resources he has for backing it up even if all the evidence shows that he is wrong.</p>
	<p>SUPERPOWER: RESCUE</p> <p>My superpower is to be the first to respond and act for you when you need it most. Count on me to quickly get you out of that problematic place or situation in which you find yourself today.</p> <p>I am that needed 911 line you rely upon when things go terribly.</p> <p>Behaviors under stress: Sacrifice himself, doing what no one else is willing to do for others to the point that people stop being accountable because they know they will always be saved when in trouble.</p>
	<p>SUPERPOWER: VALUES</p> <p>My superpower is never compromising core values and interests, always respecting what is essential and a priority for me and those I value in my life and work.</p> <p>I am clear and will always defend the "non-negotiables," even if people call me rigid or self-centered.</p> <p>Behaviors under stress: Becoming egocentric. Focusing only on what is essential and valuable to him—not playing as a team member.</p>
	<p>SUPERPOWER: MULTITASKING</p> <p>My superpower is orchestrating thousands of things simultaneously to make something happen on time. My middle name is multitasking.</p> <p>I cover the needs of others in advance so that they can focus on what is a priority for them. I love feeling useful. Usually, I am fed up but happy.</p> <p>Behaviors under stress: Get overwhelmed by committing far more than they can deliver. Volunteering to do the work of others as if it was their own. Anticipating and attending to others' needs might not be a priority.</p>



	<p>SUPERPOWER: MENTORING</p> <p>My superpower is to make it easier for people to become competent by creating spaces where they can experience, fail, and rise again in a safe and continuous learning environment.</p> <p>I love teaching. It is hard for me to give short answers without explanation.</p> <p>Behaviors under stress: Giving long explanations and lectures to answer simple questions. Only being open and receptive to those they consider subject matter experts and disregarding everyone else.</p>
---	--

BLUE FAMILY (INTROVERT THINKER)

The archetypes in this family are questioning, cautious, formal, factual, conceptual, and precise. They like well-prepared arguments and proposals and are willing to go to any extent to uncover the truth. They have a cold and sharp intellect. They need their time and space to understand something thoroughly. They don't tend to be very expressive and have keen observation and reasoning skills.

	<p>SUPERPOWER: ANALYZE</p> <p>My superpower is to abstract and deepens until I can unravel hidden truths that I will reveal later.</p> <p>I can isolate myself to see what is happening, taking critical distance and being able to give an objective opinion without attachment or expectation.</p> <p>Behaviors under stress: Shut down and being absent from whatever is going outside, even if my presence is required. Retreat into their cave (mind) to be able to reorganize and take whatever time they need to do so.</p>
	<p>SUPERPOWER: INVESTIGATE</p> <p>My superpower is to deepen beyond the surface of a problem or situation, understanding it and exposing its root cause. When no one is responsible, I am the one to call to expose the culprit. I can't stand that Pareto column in a chart named "others."</p>

	<p>Behaviors under stress: Excessive inquiring and data search. Expending too much time and resources formulating a hypothesis and never wanting to propose the root cause of a problem and act upon it.</p>
	<p>SUPERPOWER: PROBLEM-SOLVING</p> <p>My superpower lies in finding all kinds of solutions to problems simply and pragmatically.</p> <p>I have the gift of analyzing and understanding how things work, and I always find ingenious ways to have them up and running in the most creative and pragmatic ways.</p> <p>Behaviors under stress: Quick fixes to temporarily keep things moving and release the pressure. Underestimating the magnitude of a problem, especially if it is people-related.</p>
	<p>SUPERPOWER: OPTIMIZING</p> <p>My superpower is focused on knowing exactly when and how much you must invest in getting the maximum return on any investment.</p> <p>I hate waste and love to maximize the productivity and lifespan of things. Savings is the flavor of every day.</p> <p>Behaviors under stress: Mistrusting how anyone is making use of resources. Cutting off on everything and extremely hoarding, even if it is unnecessary.</p>
	<p>SUPERPOWER: LEARN</p> <p>My superpower is to learn and become skilled quickly in what is needed.</p> <p>I have the gift of absorbing knowledge and developing skills in a short time. I tend to be self-taught. I know where to ask and get answers. I admire people's expertise.</p> <p>Behaviors under stress: He seems never to have enough knowledge to be ready to act. Goes through an endless learning curve to ensure he is an expert before participating.</p>

	<p>SUPERPOWER: RESOURCEFUL</p> <p>My superpower lies in always finding resources, even when all possibilities have been exhausted.</p> <p>I have the gift of recombining things uniquely or finding new ways no one has thought. I am very creative and recursive. I keep my secrets and will participate when I decide to.</p> <p>Behaviors under stress: Spend a lot of energy finding a way to combine everything in a magical formula that has not yet been found or discovered. Hides under a smoke curtain.</p>
	<p>SUPERPOWER: COMPLIANCE</p> <p>My superpower is focused on observing and enforcing the duty that should be done and the rules that must be obeyed impartially and above any interpersonal relationship.</p> <p>I am relentless in applying justice and seeking equity. I am more faithful to the laws than to my friends.</p> <p>Behaviors under stress: Extremely critical, judgmental, and inflexible. Guided by the book. Will not cooperate unless the solution is impeccable.</p>