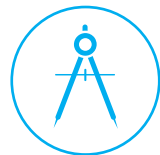


artgym

# discover the leader within you

## create your leadership brand

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Everyone has the potential to be a leader. No one is born a leader. It takes commitment, practice and dedication. So to help you develop your inner leader, meet The 9 Leadership Archetypes<sup>®\*</sup>.

Based on extensive research with over 2000 successful global leaders, each of the 9 Leadership Archetype represents the key characteristics identified in successful leaders.

The 9 Leadership Archetypes act as your personal guides to:

- Understand your unique style as a leader
- Identify the leadership qualities you want to grow
- Start to turn your ambition into reality

In this workout, you can use the 9 Leadership Archetypes to start to create the leader you want to become.

\*The 9 Leadership Archetypes<sup>®</sup> have been researched and developed by artgym CEO, Eugene Hughes through his work with over 2000 leaders across a 10 year period across genders, geographies, cultures and industry sectors.

## STEP 1: GET TO KNOW THE ARCHETYPES

Familiarise yourself with each of the 9 Leadership Archetypes. Try to recognise each of their overarching characteristics in some of the leaders you know. Reflect on the Leadership Archetypes that you feel familiar with, inspired by and/or not interested in. This reflection starts to give you an insight into you as a leader.

## STEP 2: IDENTIFY SOME OF YOUR BEHAVIOURS

Within each Leadership Archetype, there are 4 spectrums of behaviour, from constructive behaviours to non-constructive behaviours. Read through these and underline the behaviours that you identify in yourself. If you work within a team, why not ask some of your colleagues which of these behaviours they see in you?

## STEP 3: CHOOSE THE ARCHETYPE MOST LIKE YOU

Thinking of your current situation, which of the 9 Leadership Archetype best describes you. For example, you might identify how you are currently working mostly with The Emperor because the role you are doing requires you to be in control. Or you might identify most with The Alchemist because your current role requires you to constantly come up with ideas, and challenge the status quo. It can be difficult to align with just one archetype at this stage, and that's perfectly normal, because we are a combination of many characteristics and traits. So you might identify there are two dominant characteristics and a blend of some of the others. So why not ask some of your colleagues which Leadership Archetype would they use to describe you?

## STEP 4: CHOOSE THE ARCHETYPE MOST LIKE YOU UNDER STRESS

When you are working under a lot of stress, it's usual for our behavior to change and / or become more extreme. This is a normal response to a challenging environment. Thinking of times when you are under a lot of stress due to workload, the circumstances or the environment you are working within, which of the Leadership Archetypes best describes your behavior? Again, why not ask for feedback from your colleagues? Ask yourself, which of these behaviours do you appreciate in yourself? And which of these behaviours do you want to let go of?

## STEP 5: CHOOSE THE ARCHETYPE THAT INSPIRES YOU THE MOST

Now, thinking of your future, imagining yourself in 10 years time. Imagine the perfect scenario, where you are accomplishing everything you hope to accomplish. Which of the Leadership Archetype would best describe the leader you have become? Ask yourself, what is it about this Leadership Archetype that inspires you? Which of their behaviours do you want to be known for? Which of these behaviours do you see in yourself now? And which of these behaviours do you think you need to grow more? What words of wisdom and advice would this Leadership Archetype give to you today to help you grow over the next ten years.

## STEP 6: CREATE YOUR LEADERSHIP BRAND

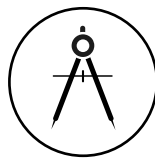
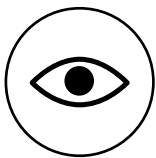
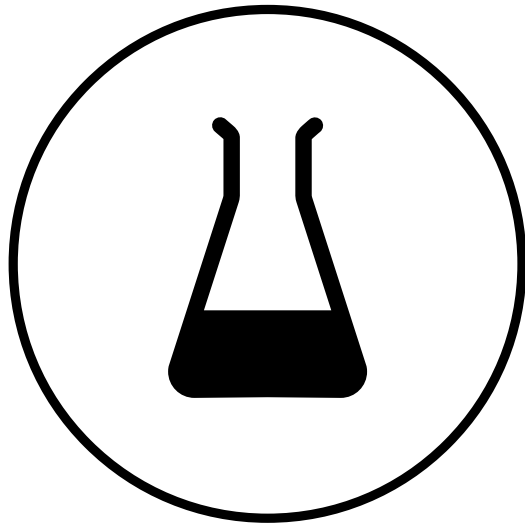
Taking all your reflections, insights and ideas from steps 1-5, create a visual presentation of the leader you want to become. You can use a combination of images, symbols and words to capture the core characteristics and behaviours you want to have as a leader. This visual presentation is for you to start to create your leadership brand.

You can use it to:

- 1 Reflect on your current mindset and behaviour
- 2 Identify mindsets and behaviours you want to focus on more
- 3 Identify mindsets and behaviours you want to let go of
- 4 Stay focused on your vision

# the alchemist

transformation



strategic direction



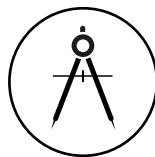
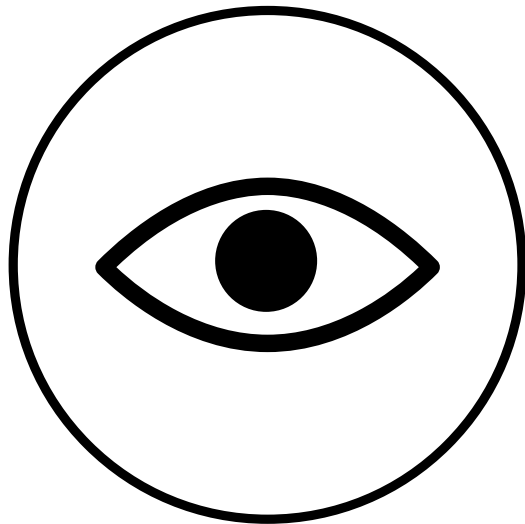
operational execution



people development

# the visionary

vision



strategic direction



operational execution

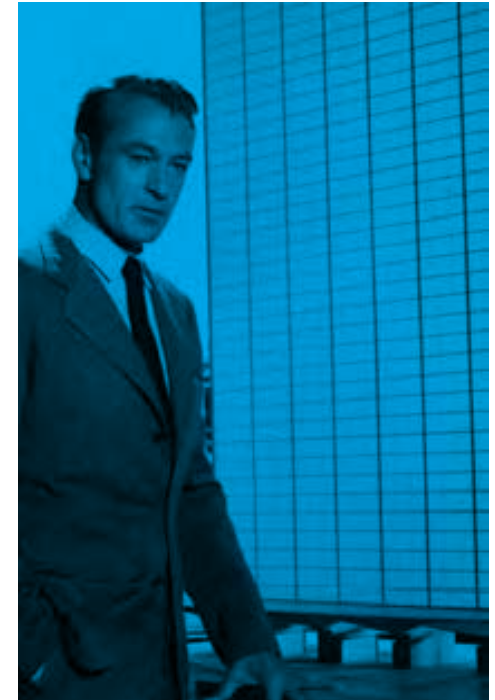
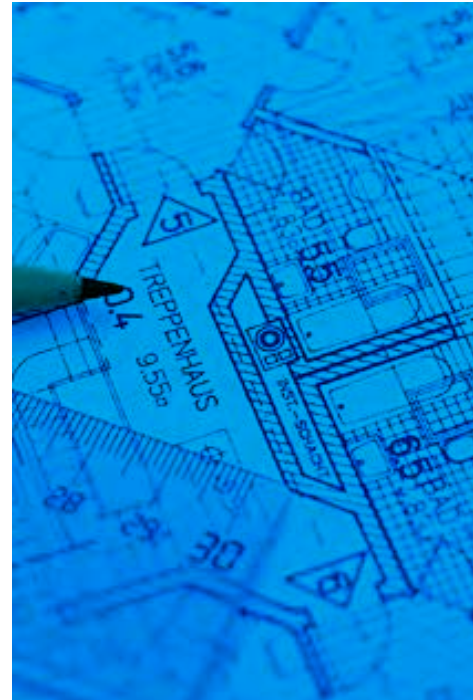
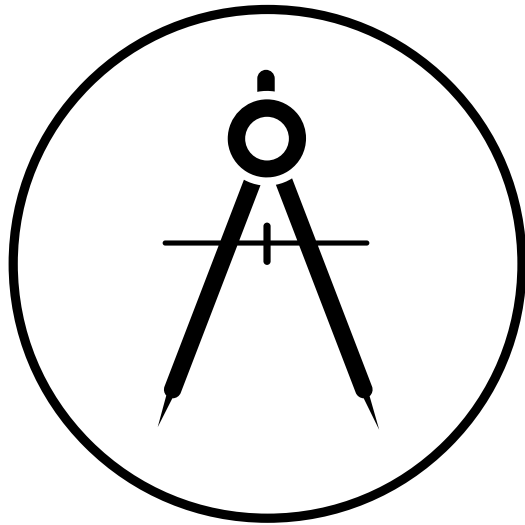


people development

artgym

# the architect

design



Ordered		Fixed
Systematic		Restrictive
Conceptual		Insensitive
Principled		Dogmatic



strategic direction



operational execution

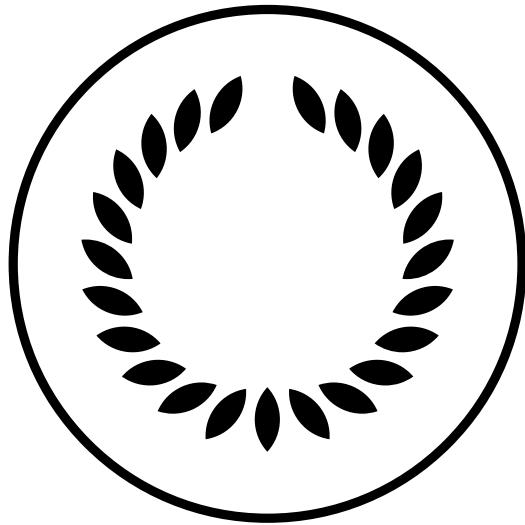


people development

artgym

# the emperor

control



strategic direction



operational execution

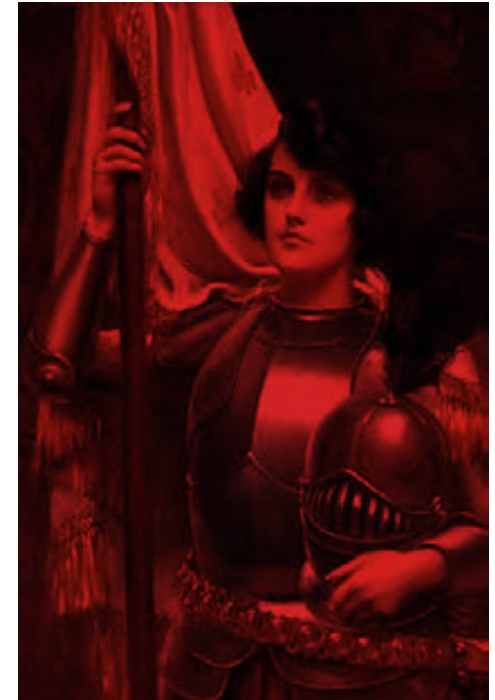


people development

artgym

# the warrior

action



strategic direction



operational execution



people development

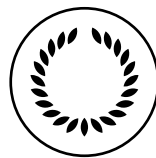


# the orator

communication



strategic direction



operational execution

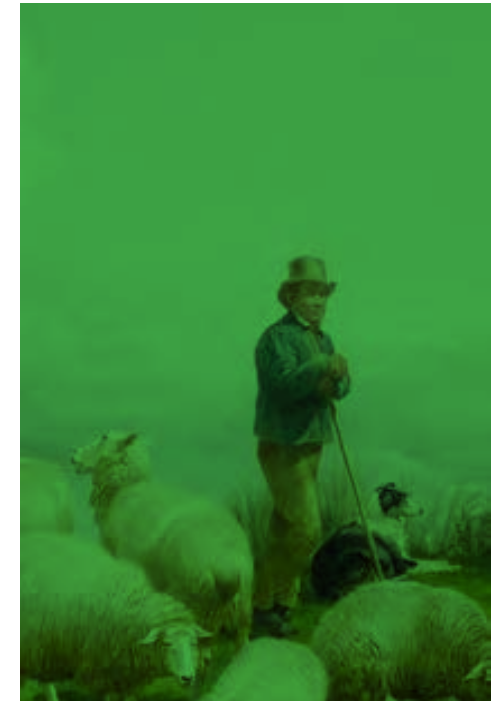
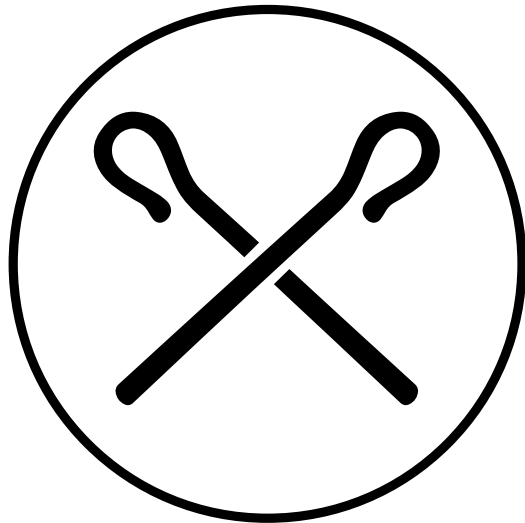


people development



# the shepherd

guidance



strategic direction



operational execution



people development

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# the gardener

nurture



strategic direction



operational execution



people development