

SAOHT

Kapchan

Individual Archetype Study

You will conduct a self-study. Before we embark on understanding human behavior in terms of marketing, this activity will help you discover some things about you.

Assignment: Use critical thinking skills to identify core archetype traits as they relate to you.

50 points

Due: Tuesday, February 6, 2018

- From the website: <https://www.archetypes.com/>, click on your dominant archetype
- At a glance: pick a challenge or a lesson
- Choose an article to read that relates to this challenge or lesson
- Use this worksheet to record the top 5 take-aways from the article
- Archetype Family: answer the questions for each: In the light, In the shadows, Teens

What is your Archetype: *Royal*

Challenge or lesson: I will share power in a close relationship, and commit to cooperation and compromise.

Title of Article: Stop Caring So Much About Being Right

Top (5) take-aways from the article:

1. Stop assuming the other party understands your perspective.
2. Arguments are a way of projecting egos, which are not real.
3. "A fight's only purpose should be to remind you of the frailty of your thoughts."
4. True strength lies in the communication without fighting.
5. Arguments cost emotionally.

What is Yours?

In the light

The Queen best fits me because I do have a lot of influences on my friends; many of them idolize what I do as a result.

In the shadows

The Brat most suits my shadow as I have a tendency to always expect.

Teens

The Diva is the closest description of myself because I like to be extra.