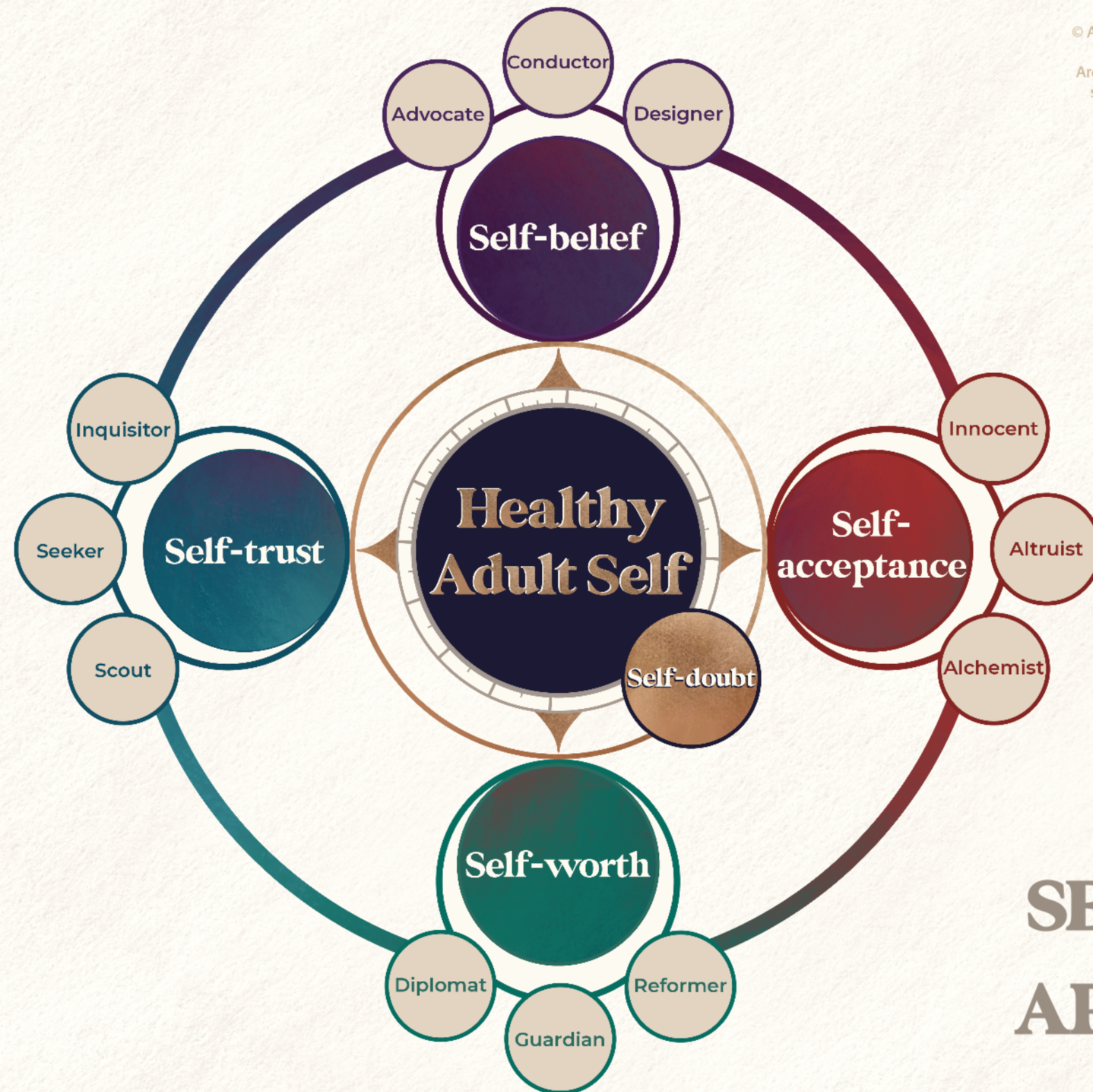


**Your self-doubt  
archetype is...**



**The  
Advocate**



# THE 12 SELF-DOUBT ARCHETYPES

# THE SELF-DOUBT ARCHETYPE MODEL

The Self-doubt Archetype model was developed by Sas Petherick.

**This offers a framework to explore the emotional, behavioural and psychological patterns of how we experience and respond to our self-doubt.**

There are twelve Self-doubt archetypes. They are all designed to be:

- Judgement-free: each contains strengths and gifts, as well as a shadow side of fears and challenges.
- Relatable: we recognise ourselves (and others) in the characterisations.
- Reassuring: how we experience and respond to self-doubt, are valiant and effective ways we create emotional safety for ourselves.
- Adaptable: once we are aware of our tendencies, we can choose differently.
- Meaningful: they add depth and dimension to our personal experience of self-doubt.

## **Importantly:**

The archetypes are not descriptions of your personality - they are characterisations of how you tend to experience and respond to self-doubt.

# The Conductor Designer Advocate Archetype is as aspect of personal Leadership.

Leadership is the aspect of our psyche that knows what we want, holds the vision for our lives and offers support and encouragement as we bring our dreams to life.

We all have an inner-Leader who helps us know that we are capable and gifted and that its safe for us to try things out, to take action and to be with whatever happens. Leadership is where our Self-belief is nurtured.

**When we look at your Leadership through the lens of self-doubt, we begin to understand more about how your relationship with your inner-Leader has been distorted.**

Remember, self-doubt has an important role to protect us from psychological risk. When it comes to leadership this can look like protecting us from failure, but also from success, from our own power and from who we believe we will need to be, to lead our lives.

**This is an invitation to explore the relationship you have with your Leadership.**



**When our Leadership is in shadow (when we resist and/or repress this aspect of ourselves) reoccurring themes tend to show up:**



- Lots of enthusiasm and ideas but no follow through
- Blaming ourselves for not doing or being enough
- Constantly working to prove we are good enough
- Worrying about what everyone else thinks
- Feeling reluctant to acknowledge or claim our gifts and contributions

**With our Leadership in the light (when we acknowledge and claim this aspect of ourselves) we have the heart, wisdom and courage to decide what needs to happen next. We are able to access:**

- Energy and excitement to bring our vision to life
- Motivation to try things out and learn as we go
- Love, support and encouragement towards ourselves
- Generosity and camaraderie towards others
- A desire to create, grow and develop



# There are always Very Good Reasons why our Leadership goes into shadow:

How leadership is modelled to us, has a huge bearing on how our inner-Leader shows up. If we learn that failure, mistakes, vulnerability and disappointment are wrong, when we are taking steps in the world instead of an encouraging pep-talk, we hear a critical voice - perhaps from a parent, teacher, boss or other influential person.

**If we have ever felt shame for being any version of 'too much' we can find it understandably difficult to take chances that could leave us feeling disappointed (or disappointing).**

If any praise or recognition was conditional on our achievements, we can continue to believe that is the price we pay for love and acceptance.

And when we experience instances of toxic or traumatic power, we can develop a healthy mistrust for anyone in leadership roles.





# Advocate

## Values & Gifts:

- Championing
- Generosity
- Wisdom

## Fears & Challenges:

- Selfishness
- Visibility
- Passivity

## The Advocate, Self-doubt and Self-belief:

The Advocate's gift is the commitment to supporting others to lead. They recognise the spark of unrealised potential and tend to be adept at championing and promoting others. Advocates at their best, are empowering, generous, forgiving and hopeful.

Self-doubt for Advocates is connected with avoiding the limelight. Advocates tend to have a problematic relationship with visibility and to protect themselves, will deflect attention, hide, and take care of everyone else. This internal conflict of not wanting to be selfish while wanting more for yourself, can create resentment, frustration and disillusionment.



**If you have a predominant Advocate archetype, it's likely that your kryptonite is being seen as selfish, self-absorbed or attention-seeking.**

Therefore, self-doubt is likely to be most acute when you are faced with taking up space. It's possible you volunteer for tasks no one else wants, tend to say yes when you mean no and keep your opinions, ideas and preferences to yourself.

Because they are practiced at supporting others, Advocates tend to be sought out as a helper, assistant or right-hand. But this can feel unsatisfactory if the Advocates own voice, values and mission remain unfulfilled.



**Advocate**

It's common for Advocates to soothe themselves in passive ways that don't inconvenience anyone else (such as comfort food and scrolling). You might find you avoid asking for what you want and struggle to own your achievements; self-depreciation and sarcasm may also be ways you protect yourself.

Emotional safety for Advocates is connected with being needed and liked, so you may find you pay very close attention to indicators of this (likes, followers, invitations and unprompted connection).

Advocates tend to have a shadow wound that they are not worthy of attention. It may be that you were never championed and encouraged. You may have been shamed for taking up space. In this light, it makes complete sense that you would become practiced at keeping out of the limelight.

## Experiments to embody Self-trust as an Advocate:

- **Become your own best advocate.** Get to know your gut feelings of yes and no and begin to honour them.
- **Allow yourself to be seen:** take a selfie and send it to someone who loves you, join a choir/Toastmasters and find your voice, join a writing group, creative class or book group and share your thoughts and creations.
- **Notice when you are hiding** - are there specific contexts, people or situations that you hold yourself back from? What do they remind you of?
- **What causes or groups spark your own heart?** How can you advocate for them in a way that feels meaningful to you?



# Advocate