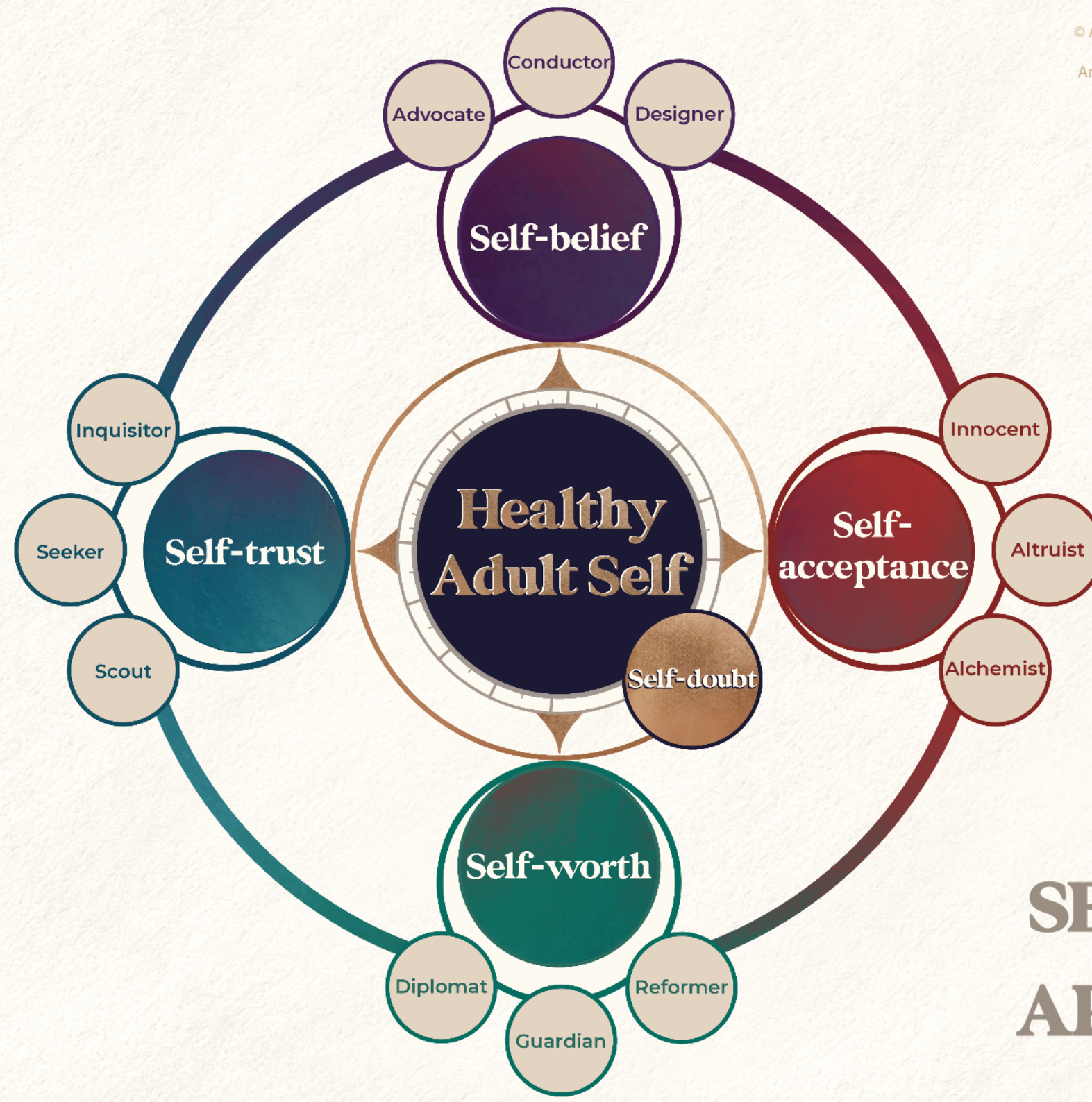


**Your self-doubt
archetype is...**



**The
Conductor**



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.





Conductor

Values & Gifts:

- Action
- Excellence
- Tenacity

Fears & Challenges:

- Incompetence
- Irrelevance
- Powerlessness

The Conductor, Self-doubt and Self-belief

The Conductor's gift is their ability to make things happen. Conductors tend to lead from a sense of mission and get a huge amount of fulfilment from seeing projects completed. They have a massive potential to create positive change in the world. At their best, Conductors are motivated, goal-oriented and in possession of tenacity and grit.

Conductors enjoy feeling capable and rising to challenges, often surprising themselves with what they can stretch to. Achievements tend to be quite important to Conductors and this carries an inherent tension, as their self-doubt is tied up with how they are perceived by other people.

If you have a predominant Conductor archetype, it's likely that your kryptonite is any vulnerability that makes you feel inadequate, insignificant or irrelevant.

Self-doubt is likely to be most acute when you are faced with uncertainty - particularly people and situations that you cannot control. To protect themselves, Conductors are prone to constantly proving themselves and attempting to control all circumstances - literally conducting the 'orchestra' of their lives at all times. Equally, they may feel paralysed to do anything, preferring instead to watching from the sidelines, or comparing themselves to others.



Conductor

Conductors with high self-belief enjoy the process of achievement, share the rewards and challenges as well as their vulnerabilities.

They tend to see the world as a playground to realise their potential, and recognise that mistakes and failure are necessary part of the process.

But when self-doubt is high, Conductors tend to become over-identified with their performance and reputation: it might be in their career, socially, physical goals, or even projecting their desires on to others.

Conductors often experience an underlying belief that they aren't as good as people think.

Sometimes this means they act like a chameleon to try create a desired impression, or they stand back doing nothing (while critiquing folks who are in there doing it!).

Conductors are prone to feeling like it's only a matter of time before they will be found out. Consequently, they tend to dismiss praise or feel embarrassed by it; usually they just don't believe it.

Emotional safety for Conductors tends to be connected to external praise and validation, so you may find you are always looking for the next opportunity to earn a badge, certificate, qualification, high-five.

You probably find reassurance in validation you can measure (income, bonus, likes, followers, subscribers, sales etc). Conductors tend to carry a shadow wound that they are not good enough as they are. By working really hard at being competent and achieving your goals, you are doing a great job of keeping yourself safe.



Conductor

Experiments to embody Self-trust as a Conductor:

- **Make friends with uncertainty** - spend an afternoon being guided by your intuition, go somewhere new without a map, notice what you experience without a plan.
- **Make a list of your accomplishments and keep a 'good news folder' for whenever you receive praise and thanks.**
- **Allow yourself to use your leadership qualities in a way that speaks to your heart:** volunteer to mentor someone at work or in your life, commit to a charity or cause that matters to you.
- **What are the leadership qualities you most admire and how can you bring one quality to life tomorrow?**
- **Who would you be, what would your life look like, if you felt you were doing enough, just as you are?**

A graphic of a conductor's baton, rendered in a dark purple color, with the word "Conductor" written in a bold, serif font across its center. The baton is positioned diagonally, with the tip pointing towards the bottom right. The background behind the baton is a dark purple with a subtle, textured pattern.

Conductor