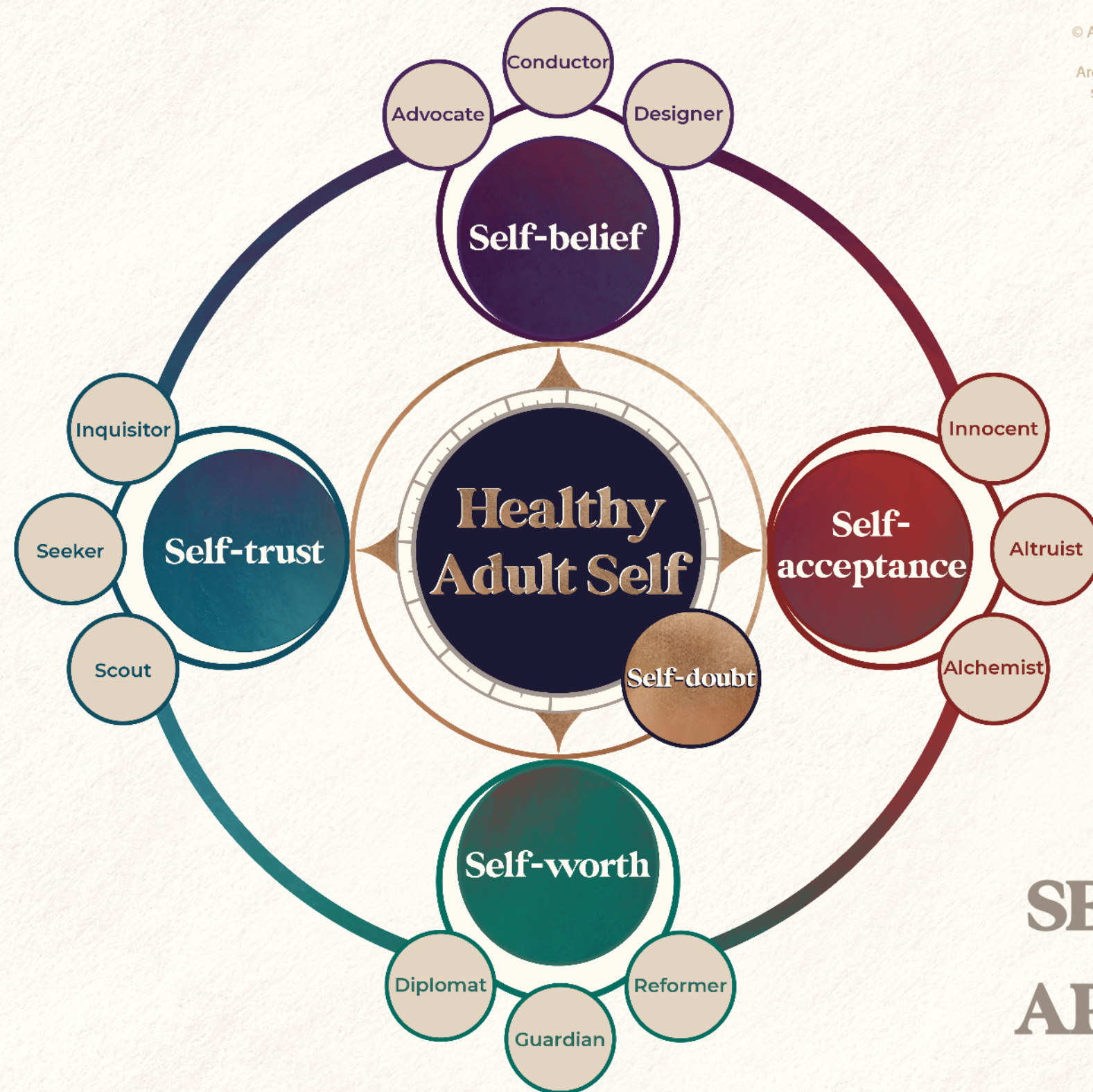


**Your self-doubt  
archetype is...**



**The  
Designer**





# 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:**

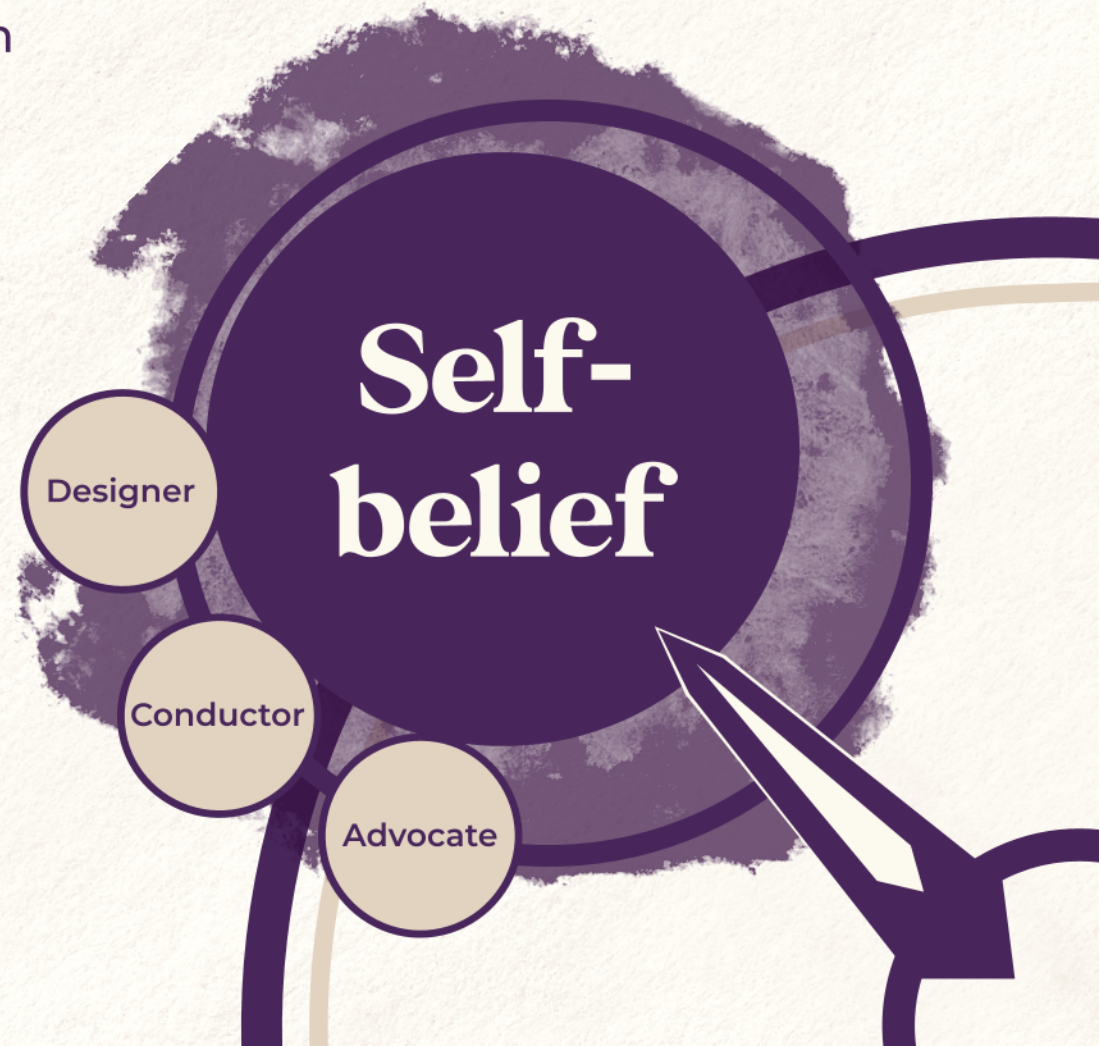


- Lots of enthusiasm and ideas but no follow through
- Blaming ourselves for not doing or being enough
- Constantly working to prove we are good enough
- Worrying about what everyone else thinks
- Feeling reluctant to acknowledge or claim our gifts and contributions



**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.







# Designer

## Values & Gifts:

- Possibility
- Complexity
- Innovation

## Fears & Challenges:

- Feedback
- Visibility
- Comparison

## The Designer, Self-doubt and Self-belief

The Designer's gift is the ability to envision new things from their imagination.

Designers often sit a little (or a lot) outside of the mainstream and have a different lens through which they experience the world. At their best, Designers see inspiration and possibility everywhere and enjoy playing with concepts and ideas.

Designers tend to have an active and creative mind, able to generate new ideas as well as ways to innovate and improve. This carries an inherent tension, as self-doubt for Designers is tied up with being judged.



**If you have a predominant Designer archetype, self-doubt is probably most acute for you when you are sharing your ideas.**

You might find you interpret any feedback as criticism and judgement; there is often no separation between the value of your contribution and your infinite worth as a human.

Designers can be romantic about the creative process and you may find you feel defeated when your creations don't match your vision. You might find you get to the last stage of bringing something to life and then hide, or quit. Designers can have a tendency to idealise the lives of other people and this can tip over into comparison, envy and resentment.



**Designer**

**Emotional safety for Designers tends to be connected with the possibility of creating.**

It's common for Designers to feel overwhelmed with ideas; finding it impossible to choose, scattering your energy across too many projects or never completing anything. You are likely to feel depleted when there isn't a clear alignment to what you really want.



Designers tend to have a shadow wound that nothing they produce is good enough. It may be that your creative soul was never valued or nurtured. In this light, it makes complete sense that you would become practiced at protecting yourself from judgement and criticism.

## Experiments to embody Self-trust as a Designer:

- **This month, take yourself on four 'Artist Dates':** visit museums, rivers, galleries, woodland, libraries and street fairs - whatever sparks your creative heart. Take a camera, notebook or sketchpad (see Julia Cameron's *The Artist's Way* for an entire bookful of more ideas!)
- **Go on a comparison diet** and remove any people or apps that become your default shadow comfort when you get stuck.
- **Start a 30-day project and do something easy and creative each day, just for fun.**
- **Begin a conversation with your inner-Designer** - the part of you that leads from curiosity, innovation and inspiration. What does your Designer-self want for you?
- **What does being 'creatively courageous' mean to you?** In what ways do you wish you were more courageous?



Designer