



It takes us **0.1 second**
to judge someone's character.

Learn to make
a winning first impression.



Fire



Earth



Metal



Water



Wood

What is The Five Archetypes?

A (new and different) personality assessment method and roadmap designed for true team transformation.

How to Use This PDF

First, find the Archetype page that corresponds to your primary Archetype. Discover how you are when you're at your BEST and when you're STRESSED.

Second, learn the snap judgments each of the other archetypes will make about you in 0.1 seconds when in a fixed mindset.

Third, invite your team to take the assessment. Exchange results to build a stronger culture of cooperation.

Learn the specific skills that result in outstanding first impressions with a customized group workshop.

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The Fire Archetype

AT YOUR BEST

Fire types are Inspirational Leaders who create hope and joy. Your strengths at work are your intuitive mind and receptiveness to new ideas.

WHEN YOU'RE STRESSED

When you feel overwhelmed and are in a fixed mindset, you shy away from uncomfortable emotions and perceive gratification as the end goal of any situation.

WHAT OTHERS THINK OF FIRE

In this stressed state, here's what the other archetypes will think of you.

WOOD

Too silly to get things done

FIRE

Too jittery

EARTH

Too show-offy

METAL

Insulting to their boundaries

WATER

Too superficial

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The Earth Archetype

AT YOUR BEST

Earth types are Humanitarian Leaders who create community and harmony. Your strengths at work are your attention to making sure needs are met for success and intention to fully support a team.

WHEN YOU'RE STRESSED

When you feel overwhelmed and are in a fixed mindset, you can get so stuck over-worrying about honoring others in relationships that you lose the momentum required to move projects forward.

WHAT OTHERS THINK OF EARTH

In this stressed state, here's what the other archetypes will think of you.

WOOD

Too weak

FIRE

Worry too much

EARTH

Over focused on building friendships

METAL

Indecisive, needy

WATER

Talk too much

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The Metal Archetype

AT YOUR BEST

Metal types are Moral Leaders who create beauty and perfection. Your strengths at work are your ability to help others learn from past mistakes and your analytical skills.

WHEN YOU'RE STRESSED

When you feel overwhelmed and are in a fixed mindset, you can become disappointed in others and disillusioned by projects that lack direction. You have a tendency to over-adhere to protocols even after they have become a hindrance to forward movement.

WHAT OTHERS THINK OF METAL

In this stressed state, here's what the other archetypes will think of you.

WOOD

Too uptight

FIRE

Perfectionist

EARTH

Too black and white

METAL

Too boring

WATER

Too precise

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The Water Archetype

AT YOUR BEST

Water types are Wise Leaders who create deep meaning and peace. Your strengths at work are your ability to listen, reflect and solve complex problems with imagination and creativity.

WHEN YOU'RE STRESSED

When you feel overwhelmed and are in a fixed mindset, you can become alarmed and aggravated at people who don't appreciate the bigger picture. You have a tendency to retreat from a collaborative conversation and lose out on opportunities to realize dreams and creative ideas.

WHAT OTHERS THINK OF WATER

In this stressed state, here's what the other archetypes will think of you.

WOOD

Too slow

FIRE

Too serious

EARTH

Too detached

METAL

Absentminded

WATER

Too mysterious

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The Wood Archetype

AT YOUR BEST

Wood types are Bold Leaders who create a sense of freedom, determination and courage. Your strengths at work are your ability to take decisive action with clarity and drive projects across the finish line.

WHEN YOU'RE STRESSED

When you feel overwhelmed and are in a fixed mindset, you can become easily angered and frustrated when people or things get in your way of getting things done fast. You can over-focus on speed and interpret even minor circumstances as requiring audacious action.

WHAT OTHERS THINK OF WOOD

In this stressed state, here's what the other archetypes will think of you.

WOOD

Too competitive

FIRE

Mean spirited

EARTH

Bully

METAL

Rule breaker

WATER

Too impatient

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