

SAOHT
Kapchan

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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: Caregiver

Challenge or lesson: How can I dedicate more time for myself so I have more stamina to care for others?

Title of Article:*8 Types of Friends You Need In Your Life

Top (5) take-aways from the article:

1. The articles talks about how people need these certain types of friends in their life in order to feel complete and at peace.
2. I've noticed that the group of friends that I mainly hangout with all fit into one of these characteristics/category. It really make me appreciate and feel more grateful for finding people that compliment my personality.
3. I learned that I actually contain many of the types in myself as a friend, which is very surprising in a good way. This shows good qualities in myself that I never knew that I had and now I can enhance those by using it to the best of my abilities.

4. As someone who is categorized as a caregiver, I know that I still need those types of friends that will keep me grounded and motivated. I can't always be the one to help others; I need someone who still gives me the same comfort that I give to them.

5. The one that stuck with me the most would have to be "The Companion." It made me think of all the times that I have supported my friends and family through whatever decision that they decided to do, which comes to another point, that I don't have patience for dishonesty. I would rather someone be real with me even when I don't like what they have to say rather than lie.

What is Yours? Please explain why.

In the light

The BFF - This would best fit me in the light because I've noticed that many of my friends often times come to me when they want to be comforted or need someone to talk to. I listen to their problems and try my best to cheer them up when they're down.

In the shadows

The Codependent - Since I do get bombarded with lots of other people's problems, I sometimes forget that I should not put myself in their situation, which leads me to feel bad when things go wrong and have nothing to do with me.

Teens

The Nurturer - I can definitely relate to this category because I always try and find the good in people, even if they have done something wrong. I read that Nurturers are very detailed - oriented and organized, and I can see that as some of my characteristics. All of this sounds pretty positive, but I know that this quality might get the best of me, so I like to make sure that I am not taken advantage of by having boundaries and limits.