

	EGO			CONNECTION			ORDER			FREEDOM		
	OUTLAW	MAGICIAN	HERO	LOVER	JESTER	EVERYMAN	CAREGIVER	RULER	CREATOR	INNOCENT	SAGE	EXPLORER
PRIMAL DESIRE	Liberation	Power	Mastery	Intimacy	Fun	Belonging	Selfless service	Control	Innovation	Safety, luxury.	Understanding	Freedom
MOTTO	Rules are made to be broken	Make it happen.	Where there is a will, there is a way.	You are the only one	YOLO. Don't take yourself too seriously.	We're all the same	To protect and serve	The future is what you make it.	Imagine and execute	Free to be	The truth will set you free.	Don't fence me in.
GOAL	Revolution, rebellion against the status quo	To understand secret formulas and universal rules.	To prove worth through courageous acts	Relational intimacy, luxury, being desired	To make people laugh, to delight.	To belong and to include	To help and volunteer	Create thriving worlds.	To create things that last forever, make a ding in the universe	Bliss, happiness, natural, ancient, pure, safe	To understand reality and truth	Experience, life, living, authenticity
FEAR	To be powerless and suburban	Doubt, uncertainty, negative consequences	Weakness	To be unwanted, unloved	Boredom and being bland themselves.	To be left out, to stand out, to see someone excluded	Selfishness, ingratitude	Chaos, betrayal, being overthrown.	Mediocrity	To be in trouble, to be wrong, to be unqualified.	Ignorance, or being misled.	Conformity, being trapped
APPROACH	Shock, shake up	Drive, finding formulas, individual focused.	Strength, competence, expertise	To become more attractive	Play, fun, sarcasm, commentary.	To practice humility, to be down to earth, to be dependable	Awareness of other's needs	Power is power.	To develop the necessary skills or teams to be the best	To play it safe, do the right thing, be beyond reproach	Seeking knowledge, practicing self-reflection, finding patterns	To journey, to change, to escape
STRENGTH	Radical freedom, free from societal approval	To offer spells, formulas, to think win-win.	Courage and perseverance	Passion, commitment, gratitude	Joy.	Realism, empathy, unpretentious	Selflessness, generosity, compassion	Leadership, sense of responsibility.	Creativity, imagination	Clean conscience, faith, optimism	Wisdom	Autonomy, ambition, courage to be misunderstood
WEAKNESS	Darkness, destruction, lawlessness	Being manipulative, disconnected from reality.	Always competing. Arrogance.	Pleasing others at risk of losing identity	Wasting time.	Losing oneself in and to the crowd.	Being exploited	Authoritarianism	Perfectionism	Naivety,	Forever studying, never acting.	Aimless, wandering, misfit
A.K.A.	The rebel, the iconoclast, the revolutionary	Medicine man, shaman, charismatic leader, catalyst.	Warrior, soldier, winner, overcomer	Partner, friend, sensualist, team-builder	Joker, trickster, comedian.	The realist, the good neighbour, the handyman, the guy next door	Helper, saint,	Manager, boss, leader, role model.	Artist, innovator, composer, writer, designer	dreamer, romantic, utopian, mystic	Expert, thinker, philosopher.	Individualist, pilgrim, seeker
BRANDS	Harley Davidson, Diesel, Virgin, Dior	Disney, Coca-Cola with their secret formula	Nike, Fedex, Amazon,	Cadbury's, Alfa Romeo, Chanel	Nando's, Dollar shave club, Geico, Ben & Jerry's	Volkswagen, Hardware stores, IKEA, Kit Kat,	Johnson's & Johnson's, WWF with the panda, Unicef	Mercedes, Rolex, Microsoft, British Airways	Adobe, Apple, Lego	Dove, and the actual Innocent brand for juices.	Google, IBM, BBC, National Geographic	The North Face, Jeep, Red Bull