

The Innocent:

- Wholesome, pure
- Forgiving, trusting, honest
- Happy, optimistic, enjoy simple pleasures

The Explorer:

- Searcher, seeker, adventurous, restless, desire excitement
- Independent, self-directed, self-sufficient
- Value freedom

The Sage:

- Thinker, philosopher, reflective
- Expert, advisor, teacher
- Confident, in-control, self-contained, credible

The Hero:

- Warrior, competitive, aggressive, winner
- Principled, idealist, challenge "wrongs," improve the world
- Proud, brave, courageous, sacrifice for greater good

The Outlaw:

- Rebellious, shocking, outrageous, disruptive
- Feared, powerful
- Countercultural, revolutionary, liberated

The Magician:

- Shaman, healer, spiritual, holistic, intuitive
- Value magical moments and special rituals
- Catalyst for change, charismatic

The Regular Guy/Gal:

- Not pretentious, straight shooter, people-oriented
- Reliable, dependable, practical, down to earth
- Value routines, predictability, the status quo, tradition

The Lover:

- Seek True Love, intimacy, sensuality
- Passionate, sexy, seductive, erotic
- Seek pleasure, to indulge, follow emotions

The Jester:

- Clown, jester, trickster
- Playful, take things lightly, create a little fun/chaos
- Impulsive, spontaneous, lives in the moment

The Caregiver:

- Altruistic, selfless
- Nurturing, compassionate, empathetic
- Supportive, generous

The Creator:

- Innovative, imaginative, artistic
- Experimental, willing to take risks
- Ambitious, desire to turn ideas into reality

The Ruler:

- Manager, organizer, take charge attitude
- Efficient, productive
- Confident, responsible, role model