

The background is a solid yellow color. In the center, there is a large cyan circle. Four black-outlined triangles of various sizes are scattered around the circle, pointing in different directions. The main title is written in large, bold, black, sans-serif capital letters, with the words 'THE POWER OF' on the top line and 'STORYTELLING' on the bottom line, both centered horizontally and partially overlapping the cyan circle.

THE POWER OF STORYTELLING

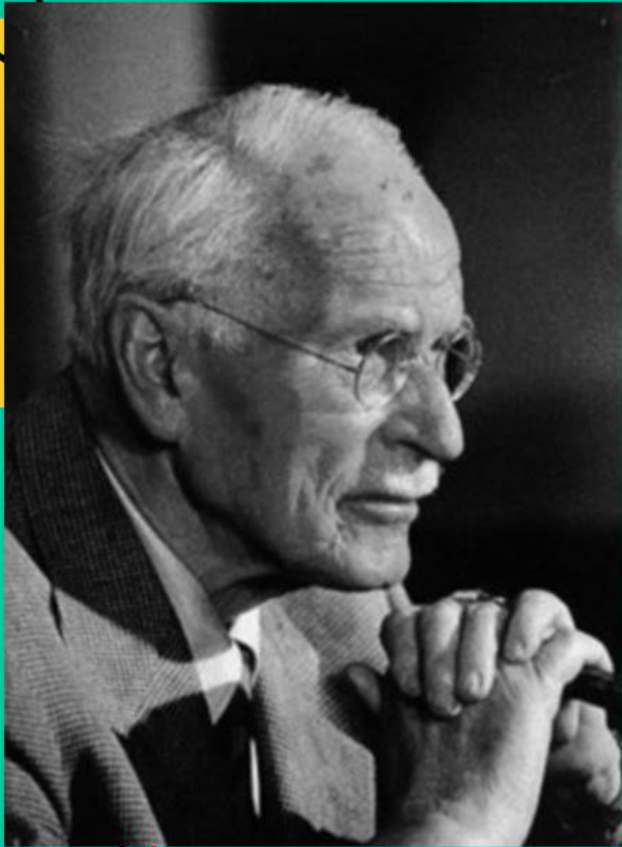
HOW ARCHETYPES CAN
IMPROVE OUR LEADERSHIP

BY ADRIANO ERCOLANI

WHAT ARE THE ARCHETYPES?

The word comes from the latinisation of the Greek noun **ἀρχέτυπον** (archétypon), whose adjective form is **ἀρχέτυπος** (archétypos), compound of **ἀρχή** arché, "beginning, origin", and **τύπος** týpos, , "pattern", "model", or "type".

Therefore, it means a **pattern of thought**, a constantly-recurring symbol universally present in literature, painting, or mythology.



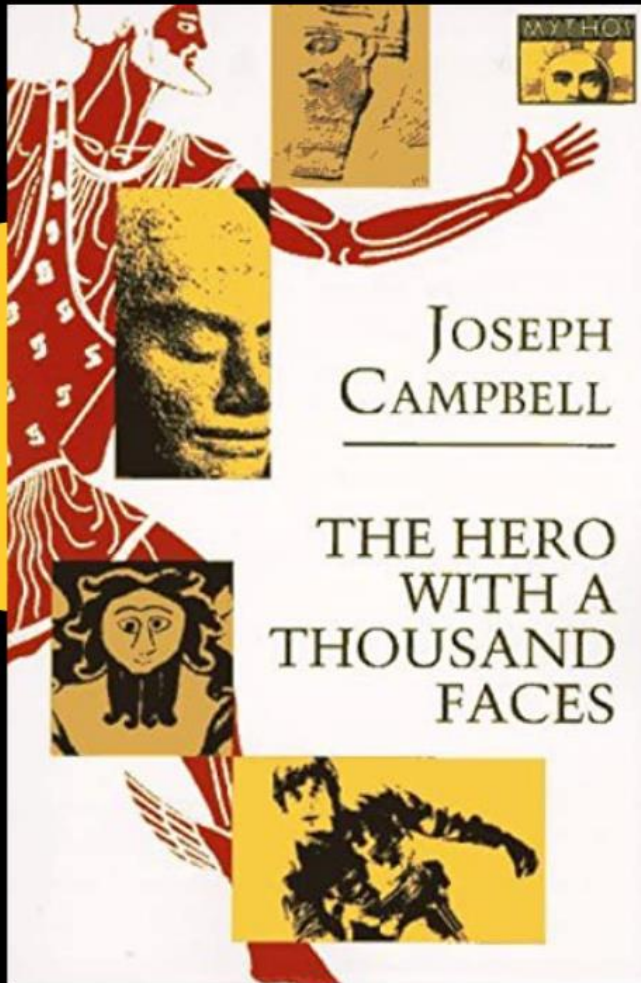
CARL GUSTAV JUNG

The common usage of the concept comes from the definition advanced by the Swiss psychiatrist **Carl Jung**: "the formulated meaning of a primordial image by which it was represented symbolically."

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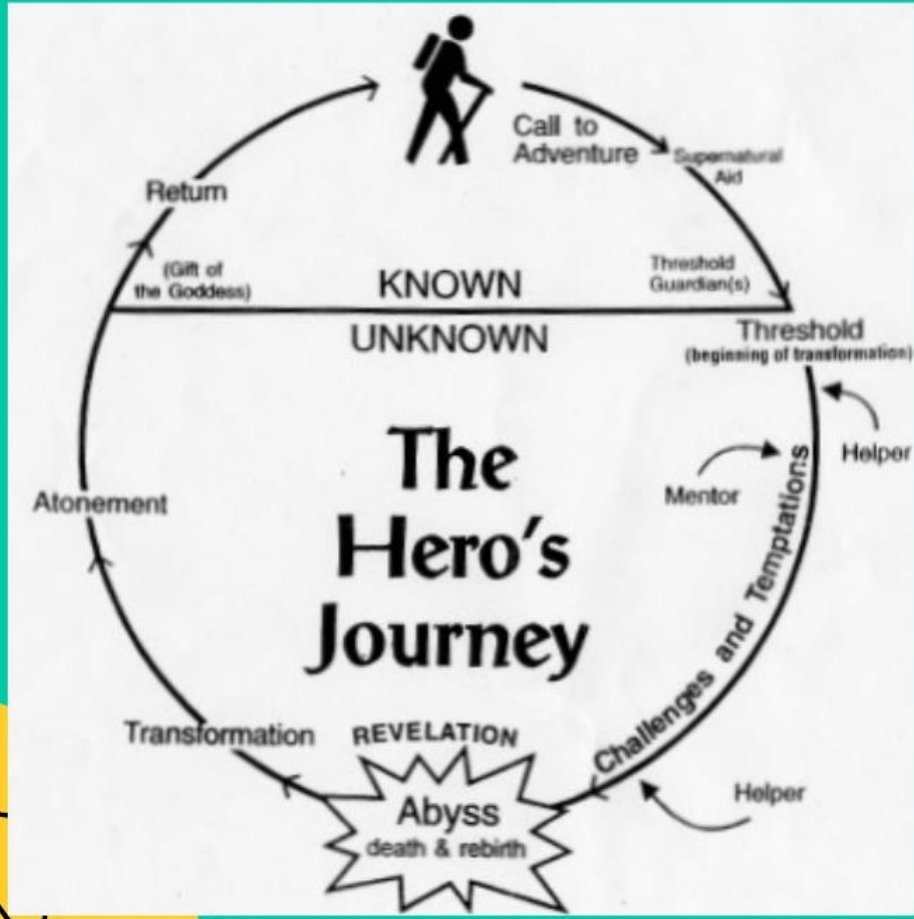
Jung explains:

“An archetype is like an old watercourse along which the water of life has flowed for centuries, digging a deep channel for itself. The longer it has flowed in this channel the more likely it is that sooner or later the water will return to its old bed.”



JOSEPH CAMPBELL

"A hero ventures forth from the world of common day into a region of supernatural wonder: fabulous forces are there encountered and a decisive victory is won: the hero comes back from this mysterious adventure with the power to bestow boons on his fellow man"

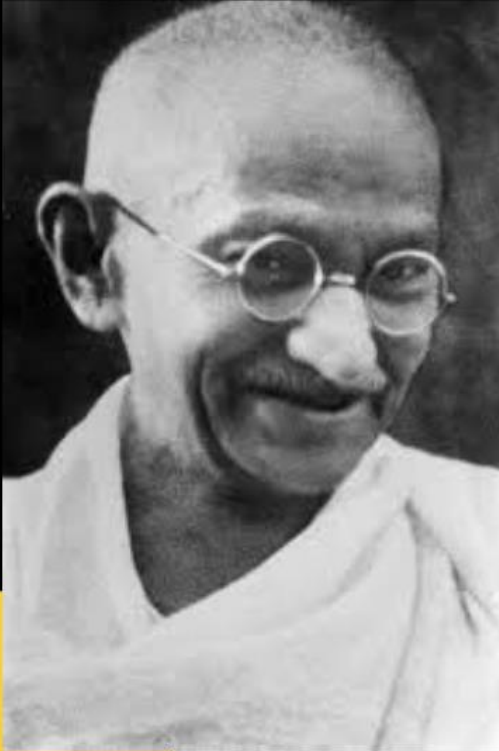


The Hero's Journey

THE FOUR LEADER ARCHETYPES

- **THE ORGANIZER** demanding order, discipline, absolute dedication.
- **THE DRIVER** pushing down barriers, breaking down the limits, overcoming adversities.
- **THE VISIONARY** thinking outside the box, going with the flow, accepting new challenges.
- **THE COLLABORATOR** creating a playful atmosphere, unlocking the potential of the teammates,

THE ORGANIZER

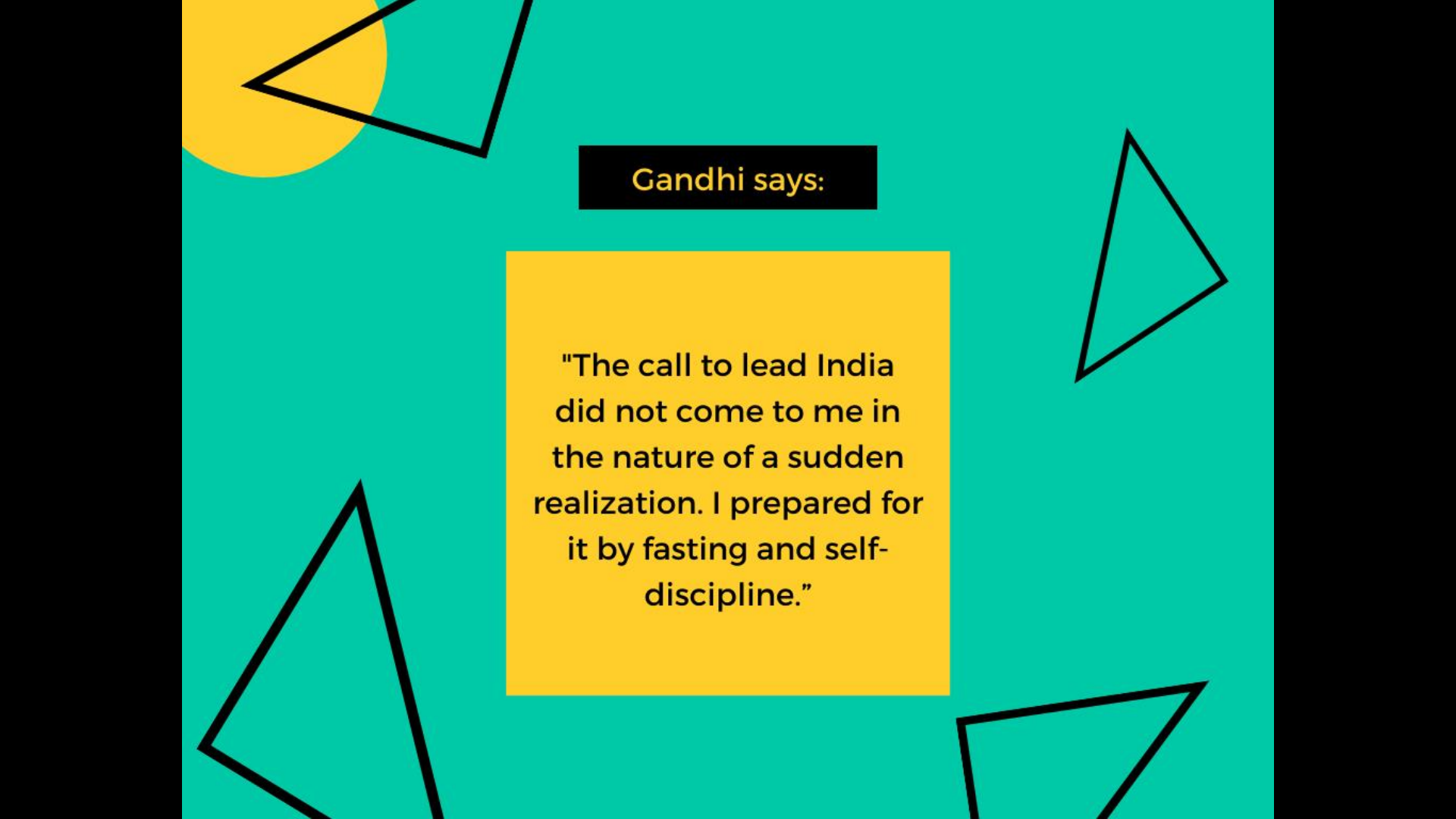


Mahatma Gandhi was an Indian lawyer, anti-colonial nationalist, and political ethicist, who employed nonviolent resistance to lead the successful campaign for India's independence from British rule, and in turn inspired movements for civil rights and freedom across the world. The honorific Mahātmā (Sanskrit: "great-souled", "venerable"), first applied to him in 1914 in South Africa, is now used throughout the world.

TO LEARN
FROM GANDHI

INTERVIEW FROM ORF RADIO,
VIENNA, 1986

WWW.SHRIMATAJI.ORG



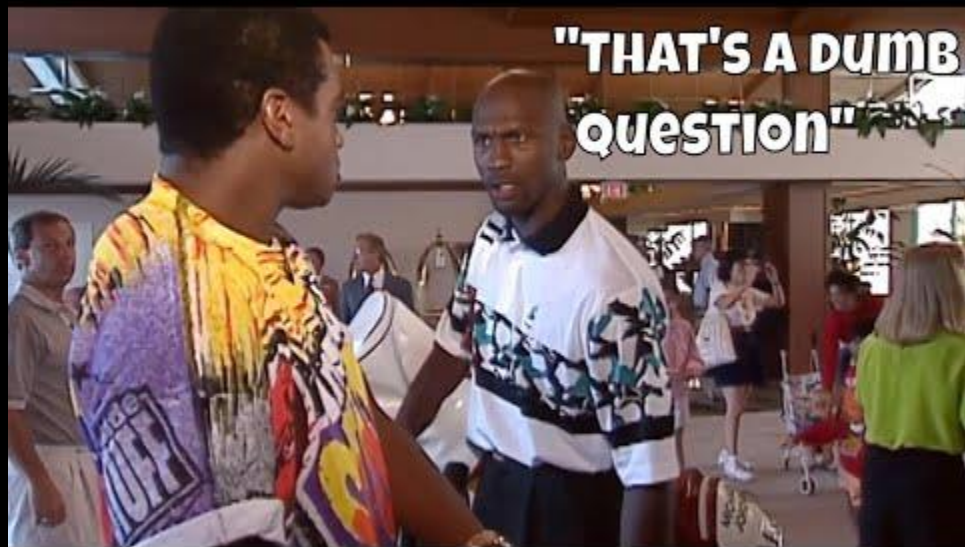
Gandhi says:

"The call to lead India did not come to me in the nature of a sudden realization. I prepared for it by fasting and self-discipline."

THE DRIVER



By acclamation, **Michael Jordan** is the greatest basketball player of all time. He was integral in helping to popularize the NBA around the world in the 1980s and 1990s, becoming a global cultural icon in the process. He played 15 seasons in the NBA, winning six championships with the Chicago Bulls. Countless awards, records and accolades. In 1999, he was named the 20th century's greatest North American athlete by ESPN.





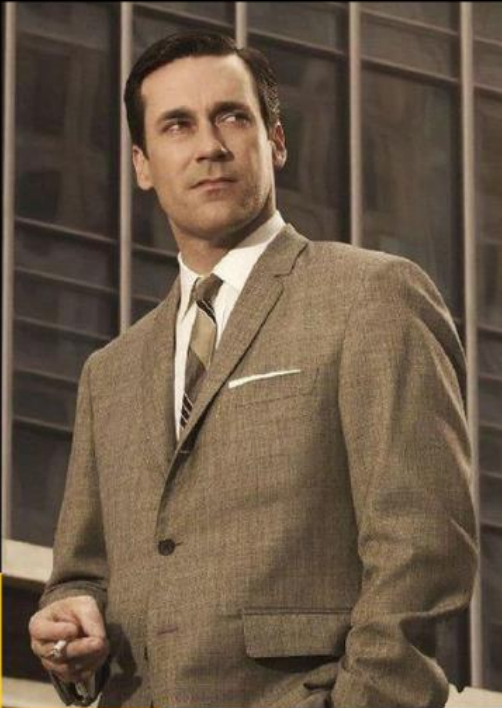


The background is a solid yellow color. There are four teal-colored circles of varying sizes scattered across the page. There are also four black-outlined triangles of varying sizes and orientations scattered across the page. One triangle is in the top right corner, one is on the left side overlapping a teal circle, one is at the bottom center, and one is on the right side overlapping a teal circle.

Jordan says:


“I've missed more than 9,000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed.”

THE VISIONARY



Don Draper is a fictional character and the protagonist of the AMC television series *Mad Men* (2007–2015), portrayed by Jon Hamm. Draper was creative director of fictional Manhattan advertising firm Sterling Cooper. He is charismatic, fascinating, inscrutable, confident and full of contradictions. He is considered a genius by colleagues and rivals.



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Draper says:

"You're born alone and you die alone and this world just drops a bunch of rules on top of you to make you forget those facts. But I never forget. I'm living like there's no tomorrow, because there isn't one."

THE COLLABORATOR



John Keating is a fictional character from the movie "Dead Poets Society" (1989) by Peter Weir. English teacher at Welton Academy, John Keating is known for his unorthodox methods. He encourages his students to "make your lives extraordinary", a sentiment he summarizes with the Latin expression *carpe diem*, meaning "seize the day". He invites them to take turns standing on his desk to demonstrate ways to look at life in a different way, he invites them to rip out the introduction of their poetry books which explains a mathematical formula used for rating poetry.



We read and write poetry because
we are members of the human race...



Keating says:

"Just when you think you know something, you have to look at in another way. Even though it may seem silly or wrong, you must try."



**... BUT WHY ONLY
MEN?!**



Malala Yousafzai is a Pakistani activist for female education and the youngest Nobel Prize laureate. She is known for human rights advocacy, especially the education of women and children. She is considered "the most prominent citizen" of the country.



Yousafzai says:

“If one man can destroy
everything, why can't one girl
change it?”