



Why Archetypes Matter

Most career advice assumes one problem: You don't know what you want.

In reality, most people sense the next chapter long before they can name it. What they lack isn't desire—it's **structure**.

Archetypes provide that structure, not as labels, but as lenses. They help you recognize **how** you tend to change, not just **what** you might change into.

This scan is designed to surface your dominant pattern of reinvention—and clarify the kind of move that will actually matter next.

Bold Moves Are Often Misunderstood

They're framed as dramatic exits, total reinventions, or high-risk leaps. But most meaningful change doesn't happen that way. It happens through **deliberate shifts in identity, direction, and agency**.

This scan is built around three archetypes that show up repeatedly in fundamental career transitions:

The Evolver

You grow by stretching. You feel stagnation before others see it. Your risk is staying too long in places that no longer demand courage.

The Strategic Planner

You move with intention. You think in systems, trade-offs, and second-order effects. Your risk is over-optimizing and delaying movement until certainty appears.

The Accidental Reinventor

You change by responding. Opportunities find you before plans do. Your risk is under-owning the identity you're already living.

None of these archetypes is better than the others. But each requires a **different kind of bold move**.

- Evolvers need challenges that expand identity
- Strategic Planners need experiments that reduce ambiguity
- Accidental Reinventors need language that turns momentum into direction



Archetype Scan: 7 Questions to Clarify Your Next Move

The questions that follow are designed to reveal **which archetype is currently driving you**—and which one you may need to step into next.

Clarity doesn't come from thinking harder.

It comes from asking better questions—and acting on what they reveal.

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BOLD MOVES THAT MATTER



7 Questions to Clarify Your Next Move

Archetype Mapping

1. Where does my current role still reward competence—but no longer require courage?

Scan: Notice where ease, efficiency, or predictability may be replacing stretch or risk.

2. What problem do people already trust me to handle—and what does that say about my archetype?

Scan: Pay attention to recurring patterns in how others rely on you, especially when you didn't seek them out.

3. Which part of my work feels most “alive,” even when it’s uncomfortable or unfinished?

Scan: Look for moments where energy appears alongside uncertainty rather than after resolution.

4. If I stopped trying to optimize my career and focused on expressing it, what would change?

Scan: Notice where self-expression feels constrained by efficiency, expectation, or approval.



5. What identity am I protecting by not making a move—and what is it costing me?

Scan: Consider both the benefits of staying as you are and the less visible costs of maintaining that identity.

6. Which archetype am I being invited to step into next—even if I don't feel ready?

Scan: Listen for signals of invitation—requests, tensions, or pull—rather than fully formed plans.

7. What is the smallest bold move I could make in the next 30 days that would make my direction clearer?

Scan: Focus on actions that generate information or feedback, not certainty or commitment.