

# Archetypal Coaching - Individuals

Help your clients harness the power of archetypal energies in their results



As a coach I'm always asking myself questions like:-

- How can I enable my clients to get bigger results, faster?
- How can I help them increase their confidence, resourcefulness, resilience?
- How can I operate from my full potential and be of more service to my clients?
- How can I strengthen my coaching business, especially in tough economic times?

For me it's about investing in myself so that I'm on the leading edge of releasing human potential and that way I know I can help my clients experience long term authentic success.

I'm sure that both you and your clients will have experienced times when your energy levels were high and you achieved your goals easily and effortlessly; whilst other times you were drained? That you've noticed some relationships just work and others you have to work at; that some people fit with the company and others stand out for the wrong reasons? I can't claim to have all the answers, but I do know that being an archetypal coach has made huge positive differences to all the above.

*Archetypes provide the deeper meaning for our experiences and our values.*

They shape how we respond to other people, how we deal with challenges, how we interact with branding and marketing. Much more than that they invoke an unconscious emotional resonance which determines how we act.

Because archetypes operate at such a deep unconscious level their impact on what's possible for us to achieve is phenomenal. Without any awareness of these it's akin to driving an F1 car round the track with your feet on the accelerator and brake at the same time

Understanding the power of archetypes enables you take your coaching and business to the next level.

*"You can no more separate yourself from your archetypes, than you can your DNA from your body" Carl Jung*

### Through participation in this 6 month programme you will :-

- Know what the 12 key archetypes are that inform our lives.
- Realise the gifts each one brings and how you can tap into these and use them for the right situation. Very often we rely on just one or two to do everything.
- Find out the deepest motivations in your life; the ones that so far have unconsciously driven your decision making.
- Find out which of the archetypes are dominant or dormant in your life right now, what strengths and challenges this means and how you can change this.
- Begin to understand where you are on your journey and have a meaningful conversation about the next steps.
- The significant affect the stories you tell, both to yourself and others, has on the achievement of your personal and business goals.
- Understand the impact archetypes are having in your coaching and your ability to deliver results.
- Become aware of the interactions and interplay between the different archetypes and how this significantly impacts communication.
- Build a strong relationship with your 12 archetypes, having a conscious awareness of how you use each one in your life and in the way you respond to challenges.
- Learn how to coach using archetypal questioning.
- Be able to use archetypes overtly and covertly in an ethical fashion to help your client.
- Learn how to read and use the Pearson Marr Archetypal Indicator (PMAI)

### Programme structure

This 6 month programme has 4 phases.

- Phase 1 – Personal Application (April)

You'll spend 3 days learning about the 12 archetypes and how they currently show up in your life.

- Phase 2 – Embodiment and Preparation for your Clients (July)

Each month you'll have a telephone call with Ruth initially exploring how you are embodying archetypes in your own life. Then we'll begin the transition to prepare you to be able to use archetypes with others. You'll have your own personal programme of learning, application and integration of the archetypes. This phase allows you to embed your knowledge and have confidence in working with archetypes in your own life.

- Phase 3 – Self & Archetypes (August)

2 day workshop where you'll learn how to use archetypes with your clients.

- Phase 4 – Coaching (September)

A one to one telephone review session with Ruth

We'll also have a group telephone study call to review insights, share progress and ideas.

## What benefits will I gain from this programme?

Being authentic isn't about perfection; it's about reclaiming your true identity at its deepest level. Understanding archetypes will enable you to have quantum leap in your own life as well as your ability as a coach.

- ✓ Imagine what you could create in your life now you can consciously harness the power of these archetypes. Where will you choose to take your business next?
- ✓ What if you could communicate at such a level you're building strong relationships and alliances.
- ✓ You'll know how you can utilise your deepest motivations to handle any future challenges, giving you ultimate flexibility.
- ✓ You'll be able to help your clients achieve bigger results, faster, overcoming significant obstacles.
- ✓ You'll leave with the confidence to use this powerful resource that enables transformation not just change to occur.

## Dates and location

Phase 1 - Date: 21<sup>st</sup> – 23<sup>rd</sup> April 2010

We will begin at 10am on the 21<sup>st</sup> and finish by 4pm on the 23<sup>rd</sup>.

Otherwise starting times will be 9am and finishing times 6pm.

Location: Craxton Wood Hotel, South Wirral, Cheshire.

This 4 star hotel is set in beautiful grounds and has spa and fitness facilities. Located close to both the M56 and M53 - <http://www.macdonaldhotels.co.uk/craxtonwood/>

Phase 2 – August 23<sup>rd</sup> – 24<sup>th</sup> 2010

Probable Location: Craxton Wood Hotel, South Wirral, Cheshire.

## Investment

This programme is designed for those who have a passion for coaching and are committed to their own growth and development.

This complete 6 month programme including your own PMAI is just £1694 + VAT. That's just £282.33 + VAT a month.

Spaces are strictly limited to 12 participants due to the intensive nature of the programme. .

To secure your place, or if you have any questions, call 0845 123 1280, or email [ruth@bluepeapod.com](mailto:ruth@bluepeapod.com) by the 31<sup>st</sup> March 2010.

## 100% Money back guarantee to you

If you don't like one of our courses, tell us before lunch on the second full day and we'll refund you 100% of the price you paid.

## About Your Trainer - Ruth Sanderson



Ruth Sanderson is an Archetypal Coach who specialises in the areas of cultural transformation, leadership development and job fulfilment.

Drawing upon more than 15 years experience working in World Class Chemical and FMCG companies, Ruth set about building an organisation that would enable people to express their true self in business and life. As the Founder of blue pea POD she coaches, trains and facilitates clients internationally so they achieve breakthrough results.

She is fully licensed in the Cultural Transformation Tool, one of the very few certified in Archetypal Applications (individual and organisation), and is a trainer and certified Master Practitioner in Neuro-Linguistic Programming (NLP).

Ruth's clients, leaders and business owners alike, have set and achieved stretching goals, overcome limiting beliefs, and gone on to use their self awareness to create more of what they want, transforming their business and career.

For further information visit [www.bluepeapod.com](http://www.bluepeapod.com) & [www.ruthsanderson.co.uk](http://www.ruthsanderson.co.uk)

## What others have said about our courses and working with Ruth

*"I can honestly say that the NLP course that Ruth ran for my management team was one of the best training programs that I have arranged. Unlike other courses, in which the effects rapidly wear off, the principles have stuck and six months afterwards we are still actively using and referring to them."*

*Dr I Walton, Development Director, Unilever Asia*

*"This was one of the most positive courses I have ever done. Not only were we given useful tools, I was left with the confidence that I could make a difference. The buzz in the course was amazing."*

*G Anthony, ABB UK Ltd/Consultancy*

*"Working with Ruth Sanderson is a lively experience, she's great fun, and she's also very challenging. She's got knowledge, she's got expertise, but what she really has is she walks her talk, she practices what she preaches; so if you're interested in being an authentic leader then you really do need to work with Ruth."*

*Brenda Kilgallon, CEO, Kilgallon Consulting*

*"Working with Ruth is enlightening, challenging but very rewarding. These insights and tools have given me the direction and inspiration to take control of my goals and start to turn them into reality. No one else can make this happen or stop it happening it's all down to me and thanks to this program and Ruth for creating this opportunity".*

*J Young, HR Manager, General Mills UK*