

Archetype Coaching

Discovering the unconscious archetypes

MSC Lluís Vilalta Urrea, Psychologist & sistemic Coach, Col. 19666 COPC

"Every game is composed of two parts, an outer game and an inner game". – Timothy Galway

"The unconscious is constantly guiding our behaviour". – John Bargh

"A man must have an awareness of the world of archetypes, whether he feels it or not, because it is in that world where he finds his roots". – Carl Gustav Jung

- Two clients attend to our coaching appointment: one is visible, speaks and has opinions. The other one is invisible and says nothing, but conditions the first client and decides: the UNCONSCIOUSNESS.
- If the unconsciousness plays such a significant role in one's life, how can we consider more its influence and, above all, how can we get both clients -the visible and the invisible- to listen to each other and collaborate?
- In Coaching-Psychology we know how important is for our clients to align their goals with their values, beliefs and resources. Therefore, can the archetype dialogue facilitate this alignment?

OBJECTIVE/AIM

1. To evaluate whether recognizing the limiting and potential unconscious aspects, that influence the clients' decision making, makes it easier for them to align their values, beliefs, resources and action plan with their purpose.
2. To evaluate the satisfaction degree achieved by the client with the application of such methodology .
3. To decide if the methodology used should be reviewed before carrying out a more valid and conclusive study with a larger sample.

DESIGN AND METHODOLOGY

A prospective observational pilot study.

For this study, three cases were selected (two females and one male). The methodology used was the **Archeus-Coaching Protocol**, with the virtual platform **Archeus-Coaching Board**. We used a board game with 9 squares, as well as cards which represent 44 archetypes (inspired by the C.G. Jung's theoretical approaches), 5 helping cards, game pieces and pawns (Image 1). The client's purpose is formulated by meeting "S.M.A.R.T." requirements. The methodology used generates a dialogue among 4 archetypes (randomly chosen by the client among the hole amount) which represent 4 aspects: **values, beliefs, resources and action plan**; and a central archetype (voluntarily chosen by him/her) that represents his/her current state related with the proposed purpose. The goal of the coaching session is to align those 4 aspects of the client with their purpose, so that their motivation can be consolidated and a strategy elaborated. The evaluation of the results is carried out by means of separate questionnaires completed by clients, 24 hours after a session. The questionnaires evaluated, through 4 items, the degree to which the purpose presented by the client was aligned with the cited 4 aspects. A fifth item evaluated the degree of clients' satisfaction with the methodology used. A Goal Attainment Scale (GAS) was completed with the questionnaires answers and analyzed using a T-Score with an average of 50 points.

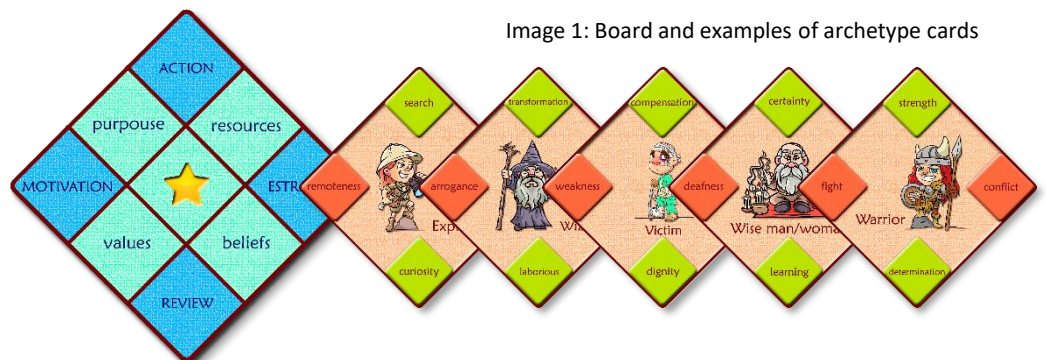
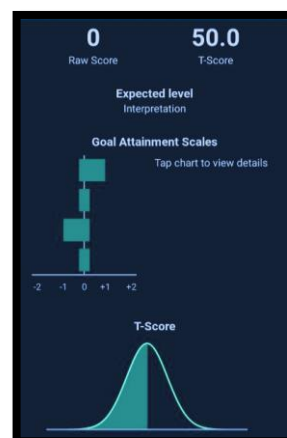


Image 1: Board and examples of archetype cards

RESULTS/FINDINGS

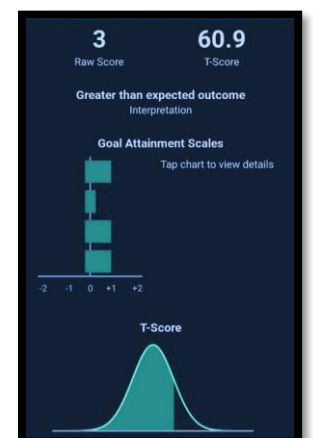
1. Participants data was analyzed obtaining scores of 50.0, 60.9 and 60.9, as an average of the first 4 items. (Graphics 1, 2 and 3).
2. All in all, the degree of alignment of the client's purpose with his values, beliefs, resources and action plan, obtained a score of 59.1. (Graphic 4)
3. The level of satisfaction evaluated with the GAS scale obtained a score of 70.0 (Graphic 5).



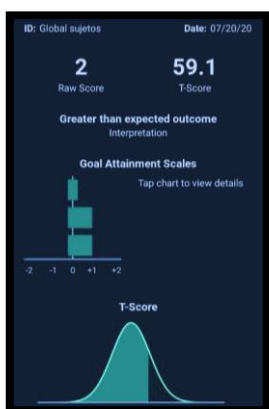
Graphic 1



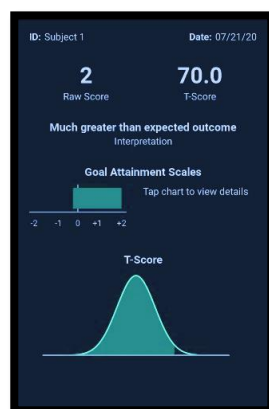
Graphic 2



Graphic 3



Graphic 4



Graphic 5

CONCLUSION

1. The **Archeus-Coaching Protocol** methodology has obtained **greater than expected results** in facilitating the alignment of the clients' purpose with their values, beliefs, resources, which is essential to develop an effective plan of action.
2. The satisfaction degree achieved by the client with the application of such methodology is **much greater than expected**.
3. For further research, it would be advisable to assess the alignment status prior to the session of the variables studied and compare it with the final result.

References:

- *Archetypes and the Collective Unconscious* – Carl G. Jung (1934)
- *The inner game of tennis* – Timothy Galway (1974)
- *Before You Know It: The Unconscious Reasons We Do What We Do* – John Bargh (2017)

