



What Does Excellence at Work Mean in Your Organization?

If you've been following along with the Mindshare Minute exercises in the book, then you've already asked yourself the following questions:

- When you're operating at your best in the workplace, what does it look like? Name 3-5 actions that specifically epitomize that level of excellence.
- How do you systematize excellence—that is, what do you do to make it a habit or process?
- If you could only commit to one professional promise, what would it be?

The next step is to use the following tool based on well-known archetypes to help you define what *excellence at work* means in your organization:

Your answers to the three questions above can help you identify which archetype your company's culture and brand identity fall under. When you are able to recognize your company's dominant archetype, it gives you a window into the behavior, values, decision-making approach, and communication style of your company. In other words, it helps you identify what excellence means in your organization.

Dr. Carol S. Pearson identified 12 archetypes that you can use to stimulate your thinking about how your company defines excellence. Look back at the questions above, and based on your responses, see if you can spot the style that your company uses to try to achieve excellence:

- **Innocent** Optimistic, idealistic, and hopeful, the Innocent works diligently on the belief that everything will turn out all right in the end. Innocent organizations often blast through barriers that others cannot, thanks in part to a state of blissful ignorance.
- **Everyperson** Down-to-earth and empathetic, the Everyperson is a great team player and collaborator.
- **Hero** Born to fight injustice or overcome significant challenges, Heroes live to defy the odds and accomplish results.
- **Caregiver** Compassionate and nurturing, Caregivers work with selfless dedication as advocates for others.

- **Explorer** Ever adventurous, the Explorer loves challenges and new ideas. Explorers can be very successful at staying on top of trends and leading the way.
- **Lover** Relationship-builders and passionate admirers of beauty, Lovers look for quality of life both at work and at home. They love to win people over and build consensus.
- **Revolutionary** Unconventional, provocative, and cutting edge, Revolutionaries must have a cause to which they can commit. They love to fight the status quo and are very good at getting people and companies "unstuck."
- **Creator** Imaginative, expansive, and inventive, Creators are great empire builders and love seeing ideas come to fruition. Often ahead of the curve, Creators are great at bringing products and services to life.
- **Magician** Visionary, inspiring, and highly intuitive, Magicians do well in times of chaos and change. Able to see possibilities where others don't, Magicians can turn companies and ideas around with their unique sense of confidence.
- **Ruler** Powerful, results-driven, and confident, Rulers love to take charge and make things happen.
- **Sage** Knowledge-driven, intelligent, and truth-seeking, the Sage wants to use intellect to solve the world's problems.
- **Jester** Witty, playful, and spontaneous, the Jester usually solves problems and builds relationships through humor. Great at pulling teams together, the Jester can diffuse tension to bring the best out of people during stressful situations.

How did you do? Once you've discovered which archetype your organization aligns with, use this knowledge to help lay the foundation for building an engaged workforce and an authentic brand with which to influence prospective clients and recruit future employees.