

Business Archetype Collage

What is it?

Our unconscious speaks in metaphor and imagery. By intuitively creating collages, we can evoke the archetypes that are unconsciously influencing us as we create and work in our business. This is a powerful way to understand what is going on under the surface and make the unknown known. It can help resolve confusion and bring clarity and alignment to your decisions. It's also a lot of fun!

What you need

- magazines to find images in
- backing for your collages – heavy paper, cardstock, matboard, or cardboard cut into several cards of the same size – 5" x 8" or 8" x 10" are good sizes.
- scissors, glue
- pen and paper or a journal

Directions

1. **Gather images.** Let yourself choose images that appeal to you intuitively; don't think about what you are going to do with them yet. Just find images that speak to you in some way and gather them into a pile.
2. **Arrange images.** When you have a generous stack of images picked out, spread them out and start seeing which might want to go together. Do themes emerge? Arrange images into cards. Work intuitively, letting the cards shape themselves.
3. **Cut and glue.** When a card comes together, cut out the images and glue them. Some will come together easily. Others may take some time and rearranging to emerge.
4. **Journal.** Ask your cards questions and see what they say. On the next page, you'll find questions you can use to start a dialog with the images you create.
5. **Display the images.** Insights will come over several days or weeks as you look at the images and let awareness of their meaning seep into your conscious mind.

Dialog Questions

Directions

Let yourself go into a feeling of trance or relaxed concentration. You may want to start with a period of meditation or stillness. Then look at the image and ask the questions. **The idea is to talk to the card as if it were a person and let it answer.** Write the responses that arise without thinking much, as if the card is speaking to you or through you. Write whatever comes; don't censor or overthink the answers. Just let the words come through.

Name of the card:

Who (or what) are you?

What message(s) do you have for me about my business?

What do you need?

Optional questions:

These may or may not feel like they apply to any particular card, but can yield further insight when they do.

- What message do you have for me about my marketing?
- What is your mission?
- What audience do you want to reach?
- What do you excel at?
- What do you give me (or what gift do you have for me)?
- What are your weaknesses or blind spots?