

The Archetype Field Card

Six advocacy-relevant archetypes. Before you talk to someone, guess which one they're running, then ask what that archetype is protecting. Hold the guess lightly. Update as soon as the person tells you who they are.

The Caregiver

Protects: Vulnerable people
Lands: A specific person in need
Bounces: Abstract policy arguments

The Ruler

Protects: Order, hierarchy, institutional continuity
Lands: Strengthening an existing institution
Bounces: Anything that sounds like revolution

The Sage

Protects: Truth, evidence, good process
Lands: Careful, cited arguments
Bounces: Emotional manipulation

The Outlaw

Protects: Against captured systems and bad-faith authority
Lands: Naming the broken thing clearly
Bounces: Defending the status quo

The Hero

Protects: Community from threats
Lands: Courageous action against a clear opposition
Bounces: Maintenance, ambiguity

The Innocent

Protects: Hope and the basic goodness of the project
Lands: Optimistic, hopeful framings
Bounces: Cynicism, even when correct

Use it for one specific person

Pick the one whose vote or sign-off actually changes the thing. Don't use the card to label people in their absence — use it to plan the conversation you're about to walk into.

The four questions

1. What archetype do they read as? What evidence?
2. What are they likely protecting?
3. What story would land with them?
4. What story would bounce off?