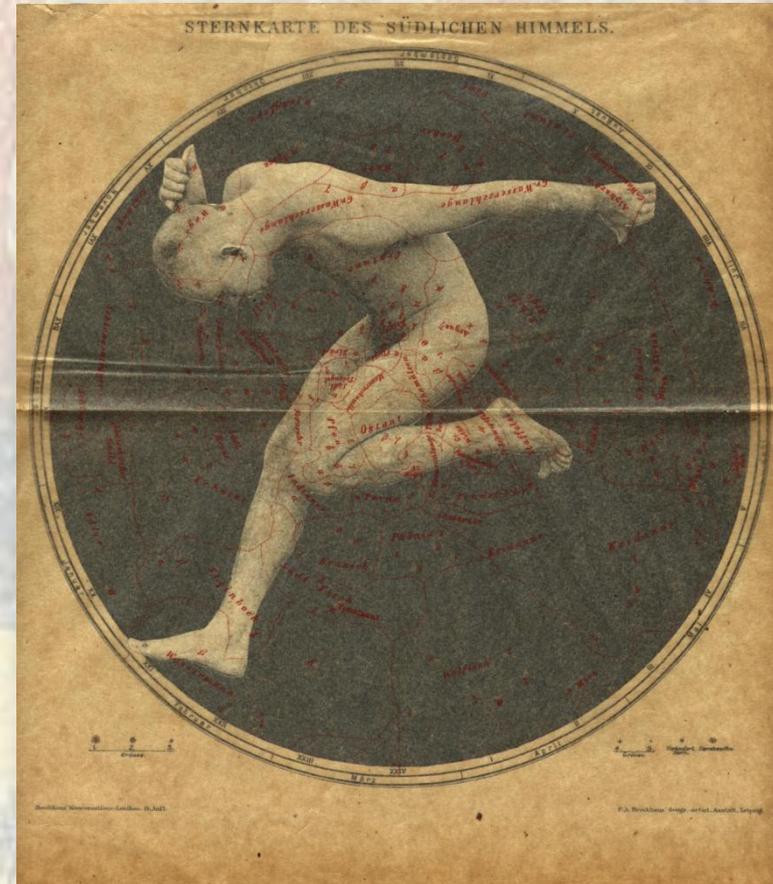


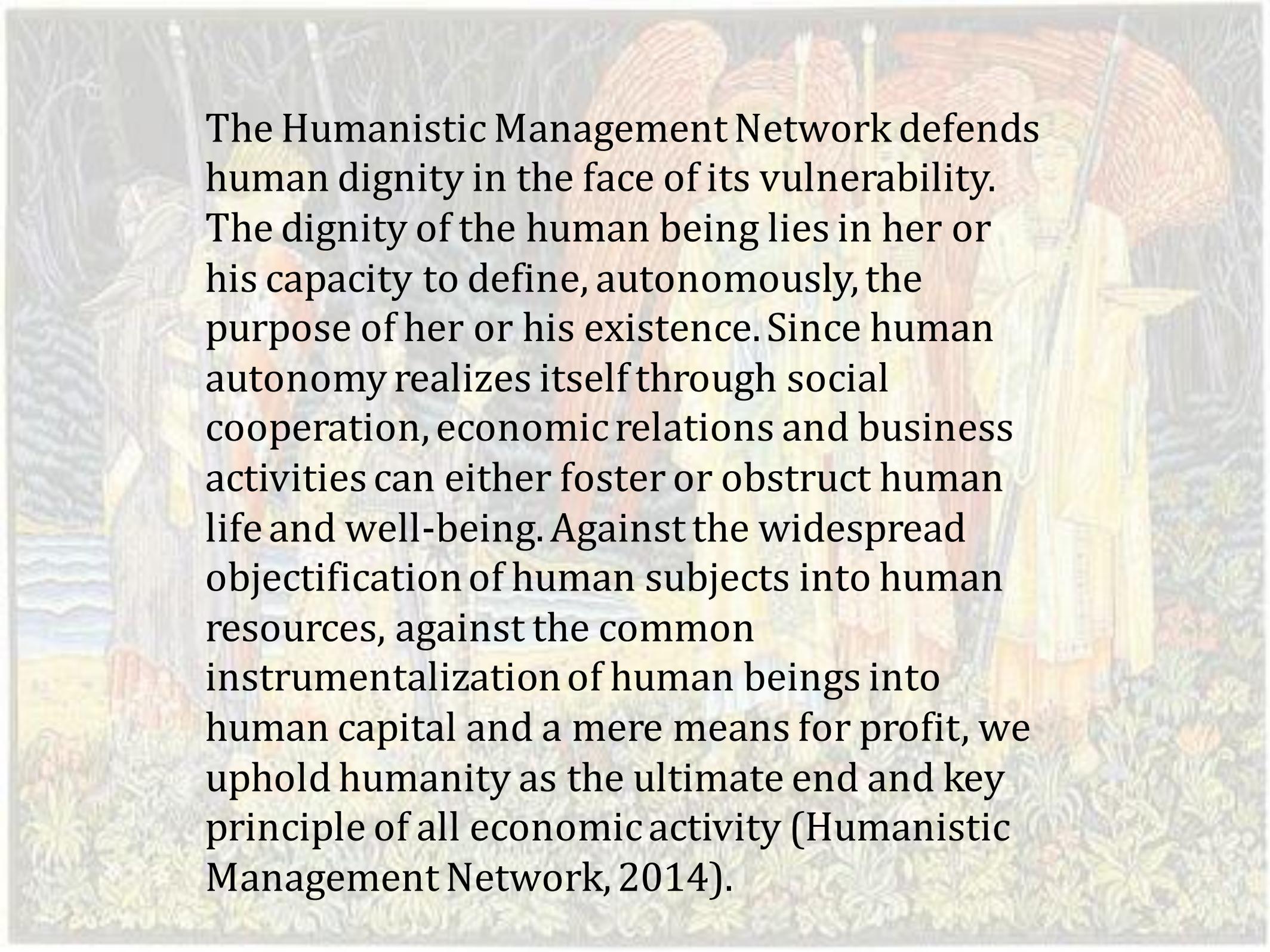
ORGANIZATIONS AND ARCHETYPES

★ Monika Kostera
Professor Ordinaria

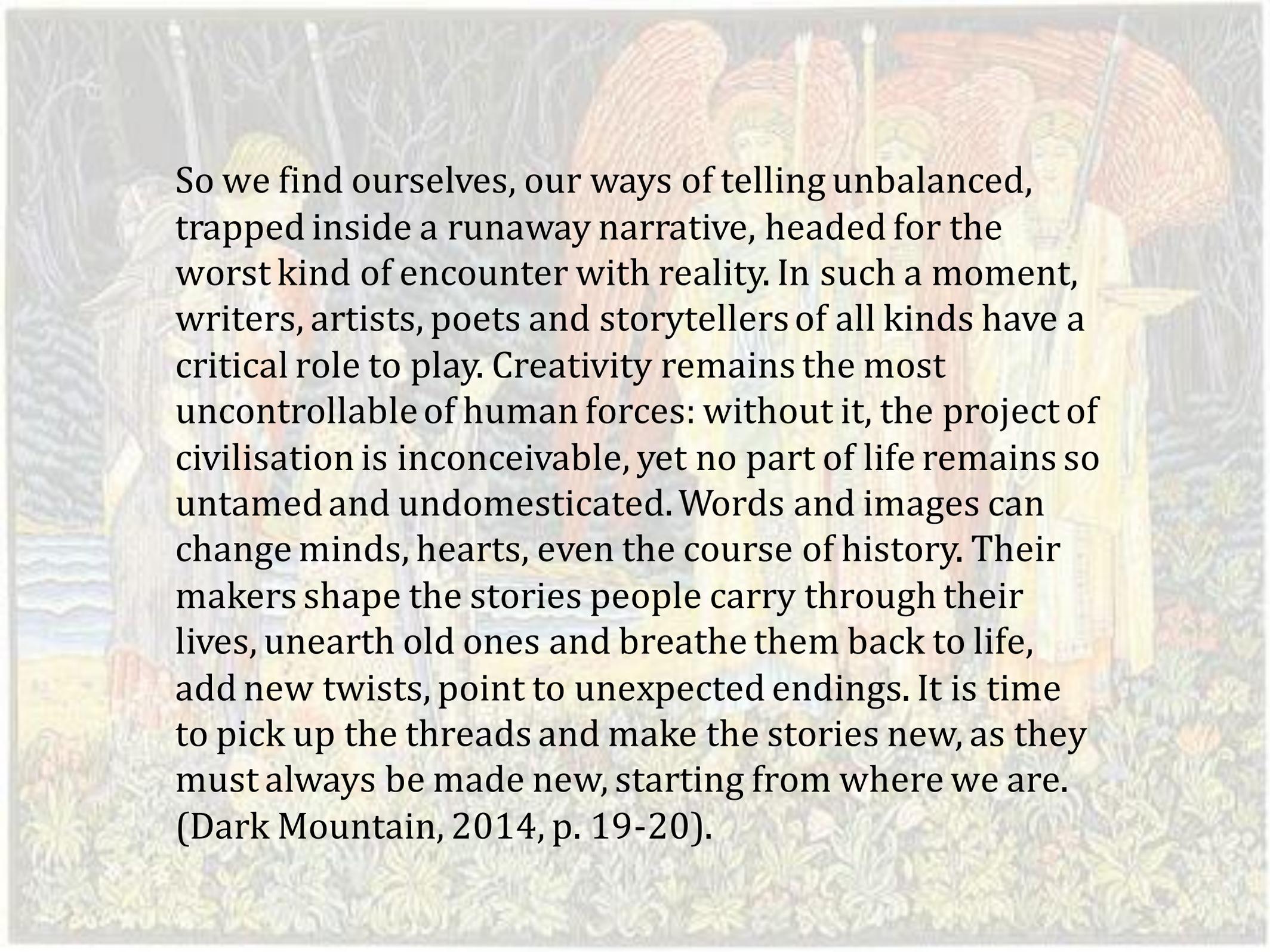
Why archetypes?

- *For* humane organizations
- *For* baroque organizations
- *For* transformation and revolution
- *For* wisdom
- *For* synchronicity



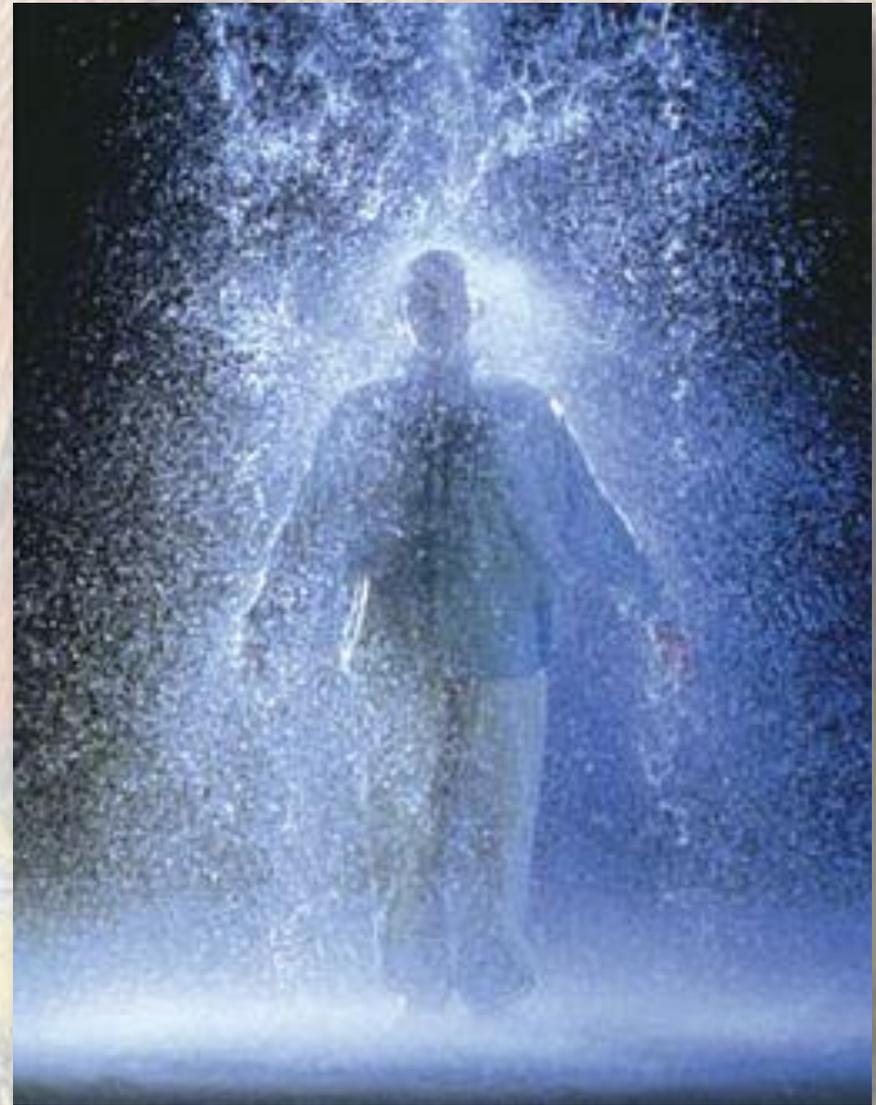


The Humanistic Management Network defends human dignity in the face of its vulnerability. The dignity of the human being lies in her or his capacity to define, autonomously, the purpose of her or his existence. Since human autonomy realizes itself through social cooperation, economic relations and business activities can either foster or obstruct human life and well-being. Against the widespread objectification of human subjects into human resources, against the common instrumentalization of human beings into human capital and a mere means for profit, we uphold humanity as the ultimate end and key principle of all economic activity (Humanistic Management Network, 2014).



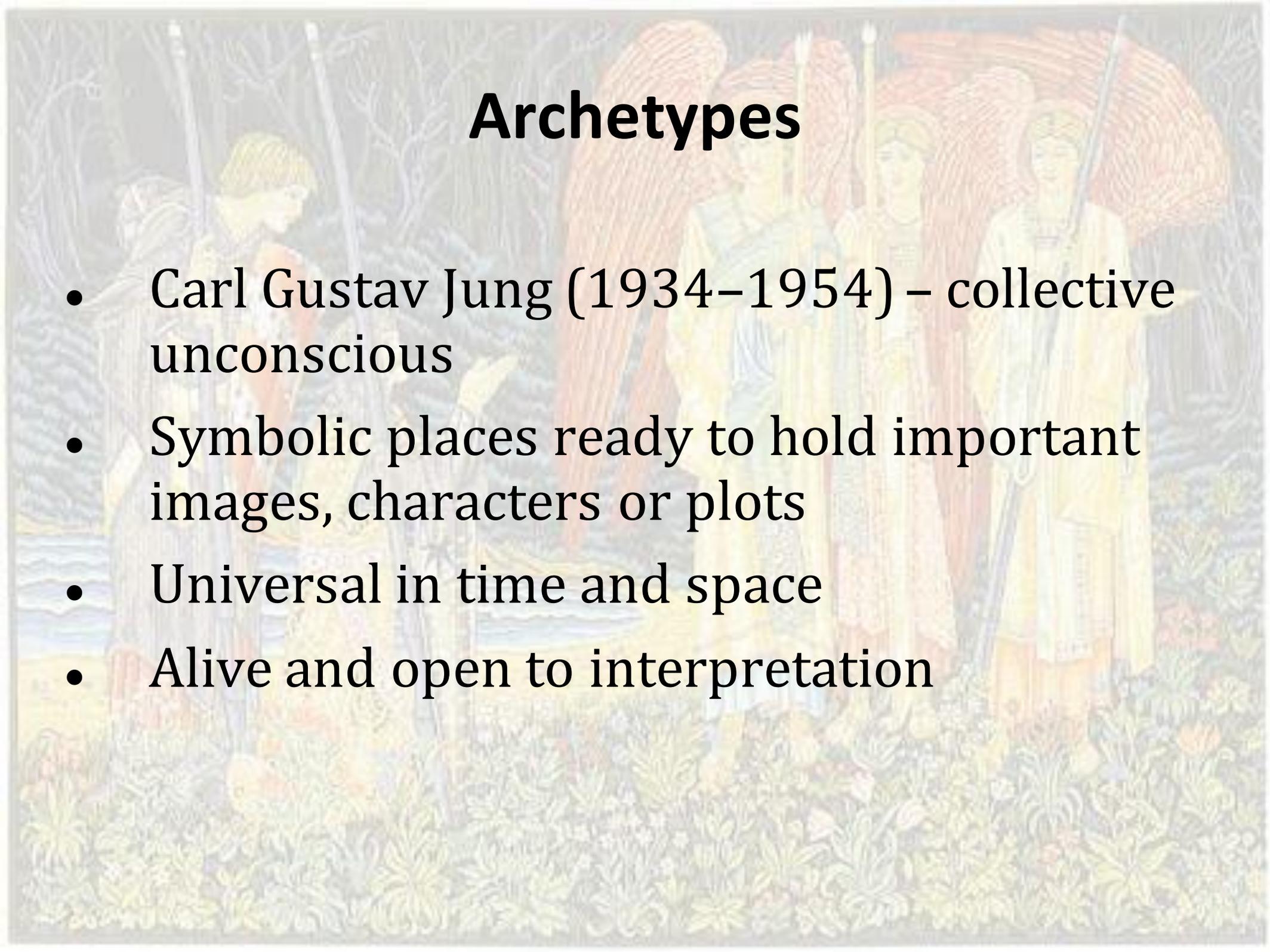
So we find ourselves, our ways of telling unbalanced, trapped inside a runaway narrative, headed for the worst kind of encounter with reality. In such a moment, writers, artists, poets and storytellers of all kinds have a critical role to play. Creativity remains the most uncontrollable of human forces: without it, the project of civilisation is inconceivable, yet no part of life remains so untamed and undomesticated. Words and images can change minds, hearts, even the course of history. Their makers shape the stories people carry through their lives, unearth old ones and breathe them back to life, add new twists, point to unexpected endings. It is time to pick up the threads and make the stories new, as they must always be made new, starting from where we are. (Dark Mountain, 2014, p. 19-20).

Tales that resonate with profound areas of the human soul do so because they use archetypes.



Bill Viola

Archetypes



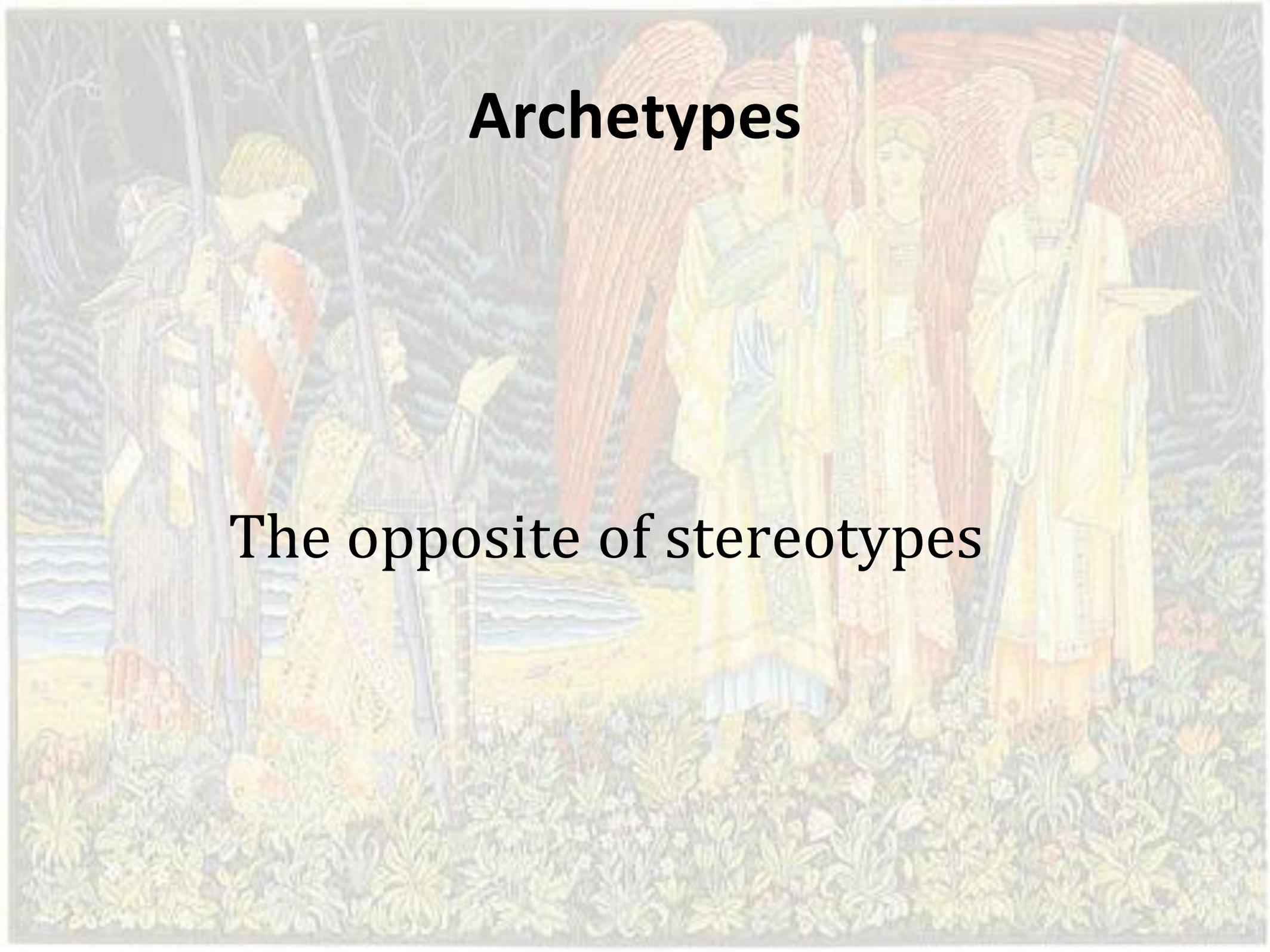
- Carl Gustav Jung (1934–1954) – collective unconscious
- Symbolic places ready to hold important images, characters or plots
- Universal in time and space
- Alive and open to interpretation

Archetypes

- Inspire to new ideas, readings and interpretations
- General, do not judge or limit experience
- Stimulate imagination
- Have light and dark sides – always!
- Are shared ways of understanding

Archetypes

The opposite of stereotypes



Archetypal Tale

... a narrative that relies on archetypes as Leitmotifs; the archetype can be the plot, a character, place, time.



Archetypes in Organizations

Self

Shadow

Anima and Animus

Persona

Sage

King

Adventurer

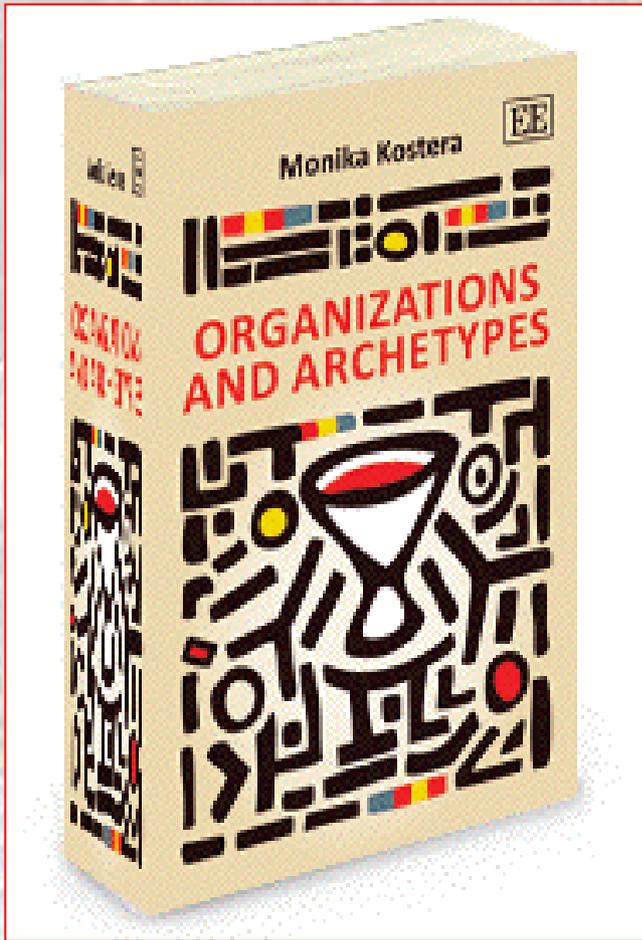
Trickster

Eternal Child

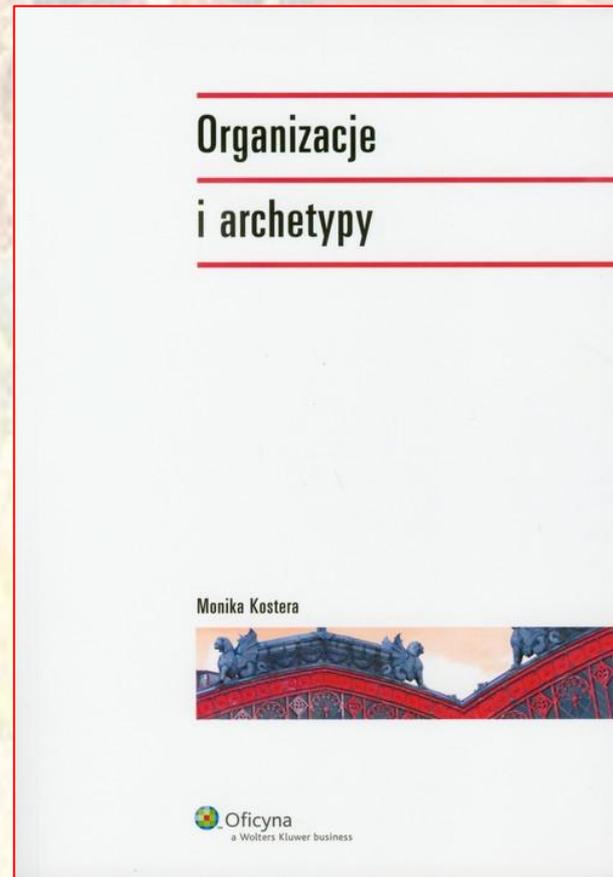
Gaia

Cosmogony

Soteriology



*Organizations and
Archetypes,*
Edward Elgar, 2012



Organizacje i archetypy,
Wolters Kluwer, 2010