

THREE BASIC ARCHETYPES OF CULTURE, LEADERSHIP, HUMAN BEHAVIOR & ECONOMICS

Adversarial



- Always Take Advantage
- Manipulation, Distrust
- Win-Lose, Dog Eat Dog
- Survival of Fittest
- Might makes Right
- My Way or the Highway
- He who has the gold, RULES!
- Economic Strategy:
Take from Others
What's Mine is MINE,
What's Yours is Negotiable
- People are Pawns

Transactional



- Everything's a "Deal"
- Hierarchical Power
- Buy Low - Sell High
- Almighty Self Interest
- Tactical Transactions
- Price Price Price
- Positional Power
- Win-Win is okay if both sides bargain very hard
- Economic Strategy:
Quid Pro Quo, Trade
- People are Replaceable Parts

Collaborative



- Teamwork & Trust
- Seek Synergy by integration
- Work Ethic, Integrity
- Long-Term, Strategic View
- Value is far more than Price
- Cherish Differences as innovation engine
- Mutual Benefit
- Vision & Values Driven
- Economic Strategy:
Share Fairly, Create Anew
- People are Great Assets

Leadership is what brings out the best or the worst in people by formulating a culture that reinforces (or muddles) these human archetypes by setting expectations and standards of thought & behavior



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