



BEAVER  
PERSONA  
ARCHETYPE

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# Introduction

The most diligent of the Archetypes, Beavers are reliable, organised, productive, cautious and steady. Known for their daily routines and structure in all parts of life focused ultimately on future proofing. A pragmatic, hard working and conformist Archetype that does not believe rules are meant to be broken.

Beavers are busy constantly doing, often avoiding simply being. They can be the ultimate martyr when it comes to doing too much and doing everything themselves.

Adverse to sudden changes, Beavers can become unsettled and overly controlling when this happens. Those with the Beaver Archetype take the role of providing for their families and the communities in which they live seriously. Firm believers in actions having consequences, Beavers spend their lives continually seeking to work, improve, learn and gain long term financial security.

The Child Beaver's journey is to travel from rigid control and stressed busyness to mindful balance and open flexibility.

QUOTE  
Freedom via self-imposed slavery to work and perfectionism never comes (Katie Edén Todd)

# The Fine Print

Beavers are the Archetype that not only read the fine print, but they have also probably written it. Well informed and perfectionists by nature, they have an innate eye for detail. Beavers will notice errors, missed steps in plans and potential short cuts that need to be removed.

They hold themselves and others around them to impossibly high standards at times, often believing that what they do, is either not enough or not good enough. This perfectionist, highly critical approach can result in Beavers being overly pedantic. They can get stuck on the minor details for extended periods of time not making any progress. For an Archetype that thrives on productivity, this stagnant approach when Beavers are struggling can be infuriating to those around them.

# The To-Do List

Beavers always have a list of things that need to be completed. This may sound strange to others, but those with the Beaver Archetype genuinely find joy in getting things done, lots of things, every day. Checking things off that to-do list is an incredible feeling of satisfaction for Beavers. But Beavers can be martyrs to their to-do lists. Completing their lists at the cost of everything else.

Order and control can become compulsive and they add more and more to their to-do list when in pain or struggling. They shut emotions down and others out, neglecting themselves, their own health and relationships with others when in constant unrelenting work mode. Behaving as if those around them need to be doing the same, are real signs that Beavers need to pause and bring joy back into their lives. And it's not wise to compare your to-do list with a Beaver, they always believe their one is longer.



# Beavers in History

Those with the Beaver Archetype were Jewish people in history. Anti-Jewish rhetoric has been very powerful in history leading to horrendous treatment of Jewish people. The Holocaust is one example of this treatment and was a systematic persecution and murder of 6 million Jews by the Nazi regime. Constantly treated as outsiders and perceived as threats, Jewish people were often forced to leave their homes becoming refugees.

Deep within every Beaver is a call to find their homeland, to belong and not be under the constant threat of antisemitism that could lead to their lives, homes and belongings taken from them again and again.

During the industrial revolution Jewish people worked very hard to get out of poverty. They knew that a strong work ethic, education and training would improve the quality of lives for their families and communities.

Today, those with the Beaver Archetype value education and training. They seek stable, permanent jobs that will provide financial security.

However, during the industrial revolution, working conditions were hazardous. There were not any health and safety regulations at the time. Workers were expected to work very long hours, including children and many people suffered injuries and death while at work. Beavers in history demanded better working conditions and held companies accountable by changing laws to support workers' rights.

Today, Beavers will not take shortcuts, nor will they accept substandard health and safety procedures. Accountability is important to Beavers, and they seek to improve the health and safety laws that began during the Industrial Revolution.

# Light



## Work Ethic

Beavers can persist through the most menial, boring, repetitive work to complete something. They strive for accuracy and consistency in all that they do. They will seek to standardise processes so there is transparency and fairness. They can be excellent team leaders, delegators and mentors.



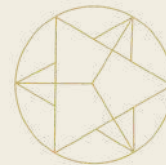
## Integrity

This is such an important value for those with the Beaver Archetype. They believe in doing the right thing, being honest, fair and keeping your word. Their moral compass is strong, and they will not waver on this value even if it means doing something uncomfortable.



## Logic

The ability to compartmentalise has its strengths and Beavers can remain calm in stressful events. This moderate approach is often what is needed during times of crisis and Beavers excel here. Solution focused, they map out the next steps for any problem. They will want to monitor, measure and evaluate outcomes.



## Discipline

Dotting the i's and crossing the t's - Beavers are a very disciplined Archetype. They can make themselves do things even if they do not want to, for the sake of improvement or progress. This innate self-discipline ensures that Beavers are dependable, steady and persistent when achieving their goals. Beavers do not seek instant gratification, resisting this temptation in anticipation there will be a greater reward later.

QUOTE  
Economic growth accompanied by worsening social outcomes is not success, it is failure, (Jacinda Adern)

# Shadow



## Work/Life Balance

Whilst Beavers can be really disciplined in most areas of their lives, they often do not apply this discipline to their work life balance. When feeling under pressure either from themselves or others, Beavers can avoid all emotions and choose to work harder and harder. This can lead to burnout, health problems and isolation. It is very hard to reach a Beaver when in this mode as they will not sit still and continuously avoid authentic personal interactions where work is not the topic of conversation. The downside of compartmentalising everything in life means that painful experiences get filed away to hidden inner vaults, never to be addressed.



## Public Mistakes

Those with the Beaver Archetype set unrealistic expectations for themselves and their work. They have a deep-rooted fear that they are not perfect enough and their work is not perfect enough. What if they have made a mistake? Sharing their work with others for review, comment or feedback can feel really exposing. Beavers can take it very personally if there is any, and refuse to share again, tightly controlling their hard work and keeping it private.



## Handbrake

As mentioned earlier, when Beavers are struggling, they can become pedantic and stuck on very minor details, stalling any progress. Whilst others may see this happening externally, Beavers can also do this to themselves on a personal level. Beavers can complain endlessly about work or other situations they are not content with but will choose to stay in these often-toxic environments. Risk adverse and seeking financial security, Beavers can often refuse to leave condemning themselves and those around them to a miserable but financially secure life.



## Micro-Managers

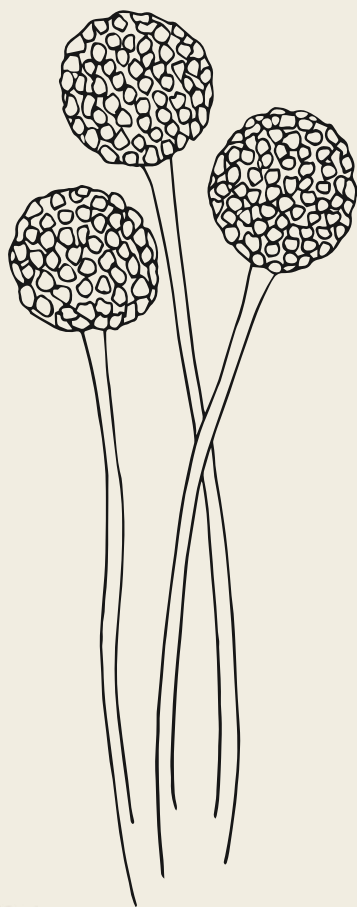
Beavers feel really unsettled when there is change happening, especially things that are out of their control. A coping mechanism for Beavers, is to micro-manage everything and everyone, in an attempt to regain control. Beavers can over-regulate everything including other Archetypes emotions and ideas. Other Archetypes can feel like they are being constantly graded, criticised and not working hard enough, leading Beavers to become increasingly passive aggressive and isolated.

QUOTE  
'Perfectionism is self-abuse of the highest order' (Anne Wilson Schaef)

# Relationships

The Beaver archetype epitomises independence. Their optimal state of being is rooted in routine and financial stability, as they tirelessly strive to build deep, solid foundations for their loved ones. Notably resistant to change, Beavers often choose to remain in relationships to avert any hint of instability or financial uncertainty. The prospect of destabilisation can cause Beavers to remain stagnant for extended periods. Expressing dissatisfaction with their situation, while simultaneously justifying the impossibility of change. This duality of negativity and a paralyzing reluctance for action can prove challenging for others to handle.

The love language of Beavers is predominantly 'acts of service', activities intended to simplify or enhance the experiences of other Archetypes. Beavers can struggle with emotional intimacy. The complexities of life don't always lend themselves to control. Life is messy, unpredictable and raw. While embracing this vulnerability may seem daunting to Beavers, it is an essential step towards developing more fulfilling relationships with themselves and others.



## Keeping Score

Beavers are business minded whether they have their own businesses or not. They naturally keep track of everything and apply this business approach to relationships.

Noting what comes in and what goes out in a very measured way. If Beavers think that they are doing more than the other, especially in terms of tasks, Beavers can become resentful, cold and passive aggressive.

When really struggling, they withhold warmth, love and connection. Aggressively cleaning around people, creating more and more to-do lists and being miserable are not behaviours that help any relationship. Beavers need to learn that there is much more to relationships than tasks. Constant internal score keeping undermines relationships.

### QUOTE

The real risk in this life has always been that of becoming oneself amidst the uncertainties of existence. As an Irish poet once said; A false sense of security is the only kind there is (Michael Meade)



# Going out in the world

Beavers are competent and usually confident in work, yet often personally shy. They often work in institutions with hierarchical structures such as administration, bureaucracy or education.

Regardless of what work Beavers do, they will have a gift for standardising and further developing the work they are doing. They will build structures that support the teams they are working within to ensure safety and quality. They often enjoy repetitive work, gradually improving what they are doing over time.

When Beavers fail to focus on big picture vision, they can drown and become paralysed with details and micro-managing. They maintain the status quo and perceive change as a threat, Beavers can become the worst version of themselves. Cold, rule driven, rigid, closed and harsh. This leads to never ending rules and procedures, stagnating and crushing the services they were designed to deliver.

The results in joyless, tense and sterile work environments where dream-building is put on pause.

Beavers are here to remind the world of its core values; integrity, justice, ethics, transparency and fairness.

Community minded and future focused, Beavers can ensure all are provided for.

QUOTE  
We must be willing to let go of the life we planned, so as to have the life that is waiting for us  
(Joseph Campbell)

# Conclusion

We hope you found this brief introduction helpful. Did you see yourself in this Persona Archetype? Or a loved one?

Know you are not just one thing, this work is not about labelling or oversimplifying the complexities of the human Soul Psyche.

These Personas, created by Katie Eden Todd, are Archetypal Energies that exist in every human on planet Earth. You can see them in history, media, politics and in your own home.



As you discover the Persona Archetypes, know that this work is all about growing self-awareness and developing clarity around hidden pain and potential. This is an invitation to Soul Work. To tap into the unconscious Self that protects us from unresolved wounds and the pain that surrounds them - this is what Shadow is.

Embarking on a journey of self-discovery to uncover our authentic selves and shed our misconceptions, is the key to navigating life with self-awareness and resilience. This transformative work is not 'lightweight'; it is an act of self-compassion that paves the way for healing, fostering connections, personal growth, and purpose.

The Quiz is merely a starting point and a clue to what Persona is steering your life today. Now is when the real work starts... Are you ready to follow in the footsteps of countless individuals who have found profound transformation and fulfilment through deep Soul-Psyche Self-exploration?

Welcome to the User Guide to Humans.

# Next Steps

## SOUL MAPPING SIGNATURE COURSE 8 Week Coaching Program

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