



SWAN

PERSONA  
ARCHETYPE



USER GUIDE  
TO HUMANS

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# Introduction

Swan is a traditional, primal, earthy, stoic Archetype. Swans often identify themselves as part of Clans, Kin, Folk, Tribes and Communities.

Those with the Swan Archetype have an ancient ancestral wisdom within and even though they may not know this about themselves, seek a slower, simpler pace of life in tune with nature. Strength, honour, respect and loyalty are the anchors of the Swan Archetype. Swans are one of the most self-sufficient of the Archetypes valuing sustainable living, privacy, loyalty and frugal spending.

This is a physically active Archetype that needs to move often and connect with nature to be balanced emotionally. They are often physically gifted Archetypes, and they value physical strength and keeping their tribe strong.

This physicality can come in many forms such as athletic ability, gifted crafts people or green fingered gardeners. Forever feeling like the outsider and a natural rebel, rigid systems such as school and workplaces are not where Swans thrive. Swans are known for their bluntness, grumpiness, suspicion and stubbornness.

There are two types of Swan Archetypes. The hot fiery warrior Swan and the cool ethereal elven Swan. Whether those with the Swan Archetypes react by exploding or imploding, their core beliefs and values are the same.

The Swan's journey is to travel from defensive suspicion and stoic obstinance to self-trust and heartfelt connection.

# The Great Swan Resignation

The most pessimistic of the Archetypes, Swans can often have a very bleak outlook on life. When struggling, they truly believe that life is meant to mean suffering.

Believing there is no point in even trying to make it better, they give up or don't try at all. Restricting themselves to their current set of circumstances and surrendering because of a deep-rooted pessimism.

They feel as if everyone and everything is against them. This resignation to a life of hardship ensures that they do often remain stagnant. This drains those around them. Swans can be incredible mentors to others but need to apply this growth and learning mindset to their own lives so they can overcome their fear of change and grow.



## Vibes and Tribes

Whilst swans may not look you up and down like other Archetypes, they are definitely sussing you out. As Swans don't believe in small talk, they often opt out of this part of the conversation.

Preferring instead to observe and see if you are being genuine or not. Naturally suspicious,

Swans have a high radar for Archetypes who tend to take advantage of others, are showing off or are demanding too much attention.

If those with the Swan Archetype think you may have credibility, then you have passed the 'Swan test' and are in the tribe, for now.

QUOTE  
The armour of pessimism merely erodes opportunities for joy (Katie Eden Todd)

# Swans in History

Those with the Swan Archetype were the Indigenous Peoples.

These groups are the earliest known people to have lived in an area. Historically, these people and lands have been subject to brutal colonisation. Invaders who believed that it was their right to murder, rape, pillage and burn Indigenous lands and people.

The impact colonisation and cultural genocide had on native languages, environments, ways of knowing and people has been catastrophic, causing widespread intergenerational trauma still felt today. These were horrendous, barbaric, cruel atrocities that occurred repeatedly over many years. This continues to happen yet to this very day.

Knowing this painful history helps to explain why Swans react as they do today. In history, Swans were hunted, ambushed and persecuted. Due to this traumatic history, they have over-developed the fight or flight response and feel like they are on the verge of battle all the time. Overly suspicious of others and their true intentions.

Being separated from their families and forced into slavery severed traditional family connections. Today, Swans can seek isolation from those closest to them often for extended periods. The Stolen Generation is a period in Australia's history when Aboriginal children were forcibly removed from their families. The dense, painful, grief from the Stolen Generation is carried by Swans today, haunting them. This history steeped in violence and loss has a profound impact on those with the Swan Archetype.

All Swans still carry the ancient earthy spiritual wisdom within, a connection with the advanced cultures that existed before colonisation.

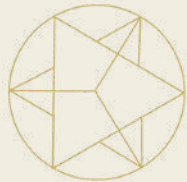
QUOTE  
Our Mother tongue is more than a symbol of national identity; it shapes our world view. Languages are a key element in our cultural expression, sovereignty and overall wellbeing (Kathy Scott)

# Light



## Crisis Management

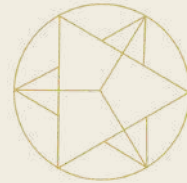
Strategic by nature, Swans are great problem solvers. The Swan Archetypes are relied on heavily during times of crisis, natural disasters and hard physical rescues or missions. Their grit, physicality and reactive responses can push through the toughest of situations.



## Gifted Creatives

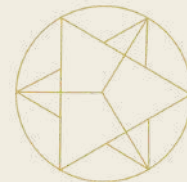
Swans are not the biggest fans of compliments and can often understate their talents. But those with the Swan Archetype can be very creative often in a practical sense. They use their natural ability to make, build, grow or restore things.

They will take the time to consider the best approach, collect materials and create original pieces. They can also be involved in healing practices using their hands and ancient wisdom.



## Rites of Passage

Those with the Swan Archetype can be incredible mentors, coaches and champions for others. Through their own suffering and healing, they learn the importance of authentic community and want to share this wisdom with others. They are often involved in community groups that really make a difference in people's lives and provide endless amounts of council and support.



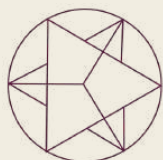
## Preserving Culture

Interested in history, culture, tradition and heritage are valued intensely by those with the Swan Archetype. Swans have an inner knowing and belief that preserving our roots, culture and national identity ensures our integrity as a People. There have been so many attempts to eradicate different cultures across the world, but it is those with the Swan Archetype that fight to restore and preserve our ancient languages, storytelling, sacred plant medicine, lore and rituals.

### QUOTE

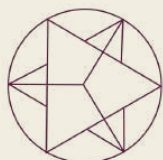
No one owns the water. No one owns the land. No one owns the oceans. No one owns the sand. They were given by our Mother. The planet provides for free. Only by the hands of the greedy, does the Earth require a fee (Unknown)

# Shadow



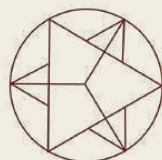
## Sarcasm

Swans can be so funny, but it is a dark sense of humour, not suited for all Archetypes. They know darkness and so can find crude humour in things others may find shocking. When their humour is aimed at others because of how they look, their size, their gender or their sexuality, this is not wit. It is often abuse. And no, there are not jokes, they are purposeful, sarcastic, derogatory, comments designed to hurt, humiliate and provoke. And they do. They also further isolate swans from others.



## The Silent Treatment

The need to punish others for their perceived offences is strong in Swans and they often use non-verbal cues to share their anger. This includes glaring, the silent treatment, isolation and avoidance. These behaviours can last hours to months. Intentionally withdrawing from others, refusing to engage with them and shutting them out coldly, as if they do not exist for extended periods of time, is cruel.



## Walking on Eggshells

Swans are a very reactive Archetype. It really does not take much for something to trigger a Swan. Other Archetypes can feel like they are on very unstable ground around Swans. They often dread and hesitate to engage with them as a negative reaction is never far away. Infamous for having 'do not discuss lists', prickly natures, and holding grudges, Swans can really rule the roost with their moods.



## Irrational

When really struggling, Swans can become irrational in their thinking. Their pessimistic lens of the world can lead them strongly into conspiracy theories and worst-case scenarios.

This makes sense when their history is understood but permanently projecting the past onto today creates enormous conflict for families living with this Archetype.

QUOTE  
Distance doesn't separate people. Silence does (Jeff Hood)

# Relationships

Swans are not known for their warmth and welcoming nature. But their detached, disinterested communication style can still lure others in. Other Archetypes can feel the suffering in Swans and want to rescue them. But whilst Swans know how to put one foot in front of another physically, their emotional agility needs work.

They can be emotionally lazy and not want to go to vulnerability and connect with others. The most self-conscious of the Archetypes and socially awkward, Swans can really struggle to engage with others.

Constantly hypervigilant for potential threats from others, Swans are quick to go to victim and blame in relationships. Shouting, arguing, aggression and the silent treatment are not effective behaviours for sustaining relationships. Resisting the urge to blame, argue, shut down and divide are truly swan lessons and digging into their emotional core can get them there.

## R.E.S.P.E.C.T

Now this is a value that is very important to Swans. Swans will speak at length about respect and demand it in all interactions. However, many Swans are not very respectful when dealing with others.

Prone to intimidating abusive outbursts and/or stone-walling behaviours, respect is often not served by Swans themselves.

When Swans are disrespecting themselves by remaining stuck in painful situations and then projecting this onto others, it causes harm everywhere they go.

Taking small steps forward, trying something new can switch the negative Swan focus to a positive one.

QUOTE  
The conflicts we have with the outside world are often conflicts we have within ourselves  
(B. McGill)



# Sorry, not sorry

From the mundane to major life events, most swans will not apologise which causes huge pain in relationships.

Reflection and remorse are what is needed but often Swans are stuck in self-victimisation mode.

They do not offer the deep soul apology for the hurt they have caused from their fiery outbursts or icy bitterness. In particular, those with the warrior Swan Archetype, unconsciously seek ongoing wars and battles with others and never apologise.

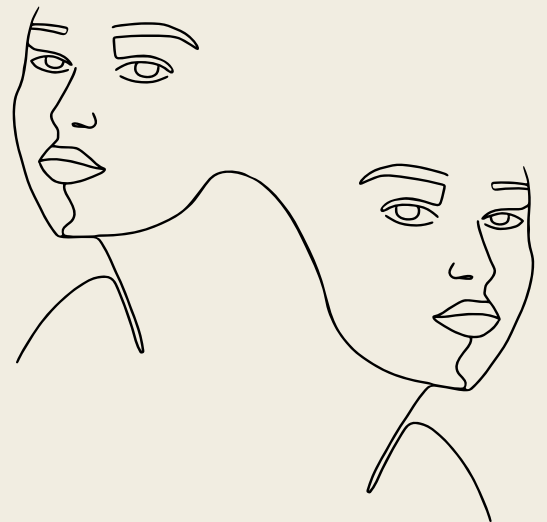
They hold an aggressively defensive and suspicious stance to the world and authority.

Both Archetypes will battle when there is conflict either through hot fiery words or quiet hostility, but the battle is on.

Only ceasing outwardly when some time has passed. But that's the thing with wars and battles in relationships, often the damage done is not visible, but it's there, destabilising the roots on which it was built.

The art of relationship repair is something Swans need to practise.

Behaving as if nothing happened after conflict is so damaging to relationships.



# Going out in the world

Swans have a strong work ethic and work hard from a young age. With their mistrust of authority and belief that the rules do not apply to them, Swans need autonomy and independence in whatever they do.

The Swan Archetypes move at a different pace. They do not conform to the Western rush culture where everything needs to be done yesterday. Their quality of work is high, but they will complete it on their timeline. Drawn to physical jobs, jobs that require travel, the food industry, farming, nature and environmental sustainability, Swans excel when they do not feel part of the 'rat race'. Being mortgage free and not being dependent on society for food, water, shelter and energy can be a dream for many with the Swan Archetype.

Swans are here to reconnect humanity with ancient, sage, earthly, wisdom. They remind the world that we are all interconnected, nature and humanity. For humanity to live, we need to take energy and resources from the Earth. But for humanity to thrive, Swans deeply understand that this relationship is to be protected and we should only take what is necessary. Humanity should be 'in relationship' with its environment. Slowing down, connecting to nature, protecting our resources and respecting where we live, are Swan values that can change the world.

QUOTE  
Only when we are brave enough to explore the darkness will  
we discover the infinite power of our light (Brene Brown)

# 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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Join Katie Eden Todd or Erika Renstrom in 8 x 2h weekly live groups and discuss get your Soul Map solidified and explained. Programs run every 3 months and book out. Sign up now!

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## 10 x Persona Archetype Mini Courses Meet the Persona Archetypes

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