



LION

PERSONA  
ARCHETYPE



USER GUIDE  
TO HUMANS

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# Introduction

A courageous, passionate and notoriously powerful Archetype. Lions believe they are special and are here to make a big impact on our world.

With innate leadership traits and an insatiable need to achieve their quest, Lions are a force to be reckoned with. Charismatic, domineering, optimistic, leaders who can charm and disarm with their ability to convince others that their innovative and exciting ideas are going to go global.

This is not the Archetype interested in the fine print or clearly thought-out plans. Lions move forward with as much speed and energy as possible, thinking that rules do not apply to them, and demanding that everyone should do exactly as they say.

Those with the Lion Archetype loathe timidity, indecisiveness and cowardice. Lions have a desire for an extraordinary life, not a mundane existence. It is a go big or go home, all or nothing, risk taking Archetype.

The Lion's journey is to travel from entitled intimidation and over-reaching, to respectful patience and calm consideration.

QUOTE  
'Whatever you're thinking, think bigger (Tony Hsieh)

# In pursuit of their Quest

Those with the Lion Archetype are on a mission, born with a drive to succeed at any cost. They are entrepreneurs and thought leaders that think outside the box and on a grand scale. They constantly come up with big ideas and they are ready to launch immediately.

Lions will forge ahead demanding others keep up, without much planning or consultation. If an idea stalls or fails, Lions are quick to blame to others and make excuses.

Manically driven to win and prove themselves, if you say they can't do something, they will leave no stone unturned to prove you wrong. Proving themselves often rules all they do, and sets up their repeated patterns of self-destruction. They rise from the ashes countless times over their lives.

## Exceptionalism

Unconsciously, Lions simply expect other Personas to fall in line and do what they're told. Like the divine kings in history they want their innate 'exceptionalism' to be publicly acclaimed and celebrated. This is what their compulsive crusades for glory are about. Lions frequently misuse their innate power to bulldoze others. Their competitive drive is limitless.

It's a very large Archetype to navigate, especially when young. Many never learn their lessons, as they fight perpetual wars with parents, teachers and all... "Who are you to question them, how dare you!" Their huge mistakes lead to inevitable public executions and painful exile from groups. But they'll never show you a glimmer of their pain. See how well you do without me then!

Lions only achieve genuine nobility when their innate arrogance is tamed through many humility and remorse lessons.



# Lions in History

Those with the Lion Archetype were the rich and powerful. They were the elite ruling classes controlling wealth and politics. Lions were born to rule and considered noble often due to their hereditary family lineage.

Lions gained power by ruthless conquests, wars and horrendous enslavement of people that were bought, sold and exploited. They had supreme authority over their land and people.

When Lions became the ruler, they were often 'Divinely Anointed', (given the right to rule by God). Lions believed that they were half human, half divine and had special supernatural powers that others did not have.

They retained their positions, privileges and wealth by controlling the lower classes, bypassing laws and profiteering through slavery.

In history, Lions made the rules, but they did not abide by them leading indulgent, hedonistic and decadent lives.

Lions in history spent a lot of time trying to stay in power, making sure their support people remained loyal and didn't become too powerful so they could usurp or overthrow them.

The history of Lions has it all – power, murder, pride, revenge and divine intervention.

# Light



## Pioneer

Absolutely gifted pioneers. Lions can come up with unlimited, radical ideas for anything. They excel at generating original businesses and bringing others along for the ride.



## Leader

Lions are a future-focused, big-picture Archetype. They have such a passion for their quest and have the ability to recharge and energise others. Lions use the strength of their vision to inspire others to follow them, changing expectations, perceptions and motivations along the way.



## Resilience

Lions are courageous in the face of difficulties or danger and have an incredibly resilient spirit. They are a strong, powerful Archetype that can inspire other with their bravery - and if they are knocked down, they don't stay down for long.



## Heart of a Lion

The most passionate of the Archetypes, Lions are VERY enthusiastic and optimistic. They can absolutely be a champion of others and push them to aim higher and achieve more. They can be fiercely protective, proud and loving.

# Shadow



## Hear Me Roar

Whatever a Lion is feeling on the wheel of emotions, you will know about it. Their passion can easily turn from mild frustration to intense fury and rage. This can provoke terror in other Archetypes who have been loyally supporting and following the Lion. Venting their frustration with blaming, shaming, abusive, belittling or aggressive language causes irreparable harm to others.



## Entitlement

Lions truly believe they are exceptional and superior to others. This is a core belief of Lions and they throw their weight around expecting loyalty to be a given. A lot of other Personas catch rides with Lions, but loyalty only lasts for as long as they are getting paid or otherwise benefiting. Lions rarely know who their friends truly are.



## Learning the Hard Way

Those with the Lion Archetype rarely seek advice from others. Especially if others are trying to warn them about potential risks, Lions will dismiss them. Their way is the best way. Lions will insist on shortcuts, bypassing rules and taking risks. So, Lions will go through many failures in their lives.



## Over-Promise & Under-Deliver

Lions are notorious at promising the world and then not delivering. They use an almost 'performative magick' to share their outrageous plans and get funding and support. However, Lions do not consider the small steps required for big changes and too often their plans fail. This hurts Lions and those around them who have faithfully followed. Lions can pick themselves up quicker than other Archetypes and be back on the next scheme, plan, idea or con. Meanwhile, others are left devastated in their wake.

QUOTE  
Courage is contagious. Every time we choose courage, we make everyone around us a little better and the world a little braver (Brene Brown)

# Relationships

As mentioned earlier, Lions in history were the aristocracy. Relationships were based on prestige, wealth and title. It was considered an honour to be associated with the King or Queen and you certainly wouldn't be marrying them if you didn't fit the selection criteria. So today, Lions can believe that others should be honoured to be in their presence. After all, not everyone is chosen. As in all relationships, Lions expect to lead and demand loyalty, yet are not always loyal themselves.

Relationships with Lions will be intense, passionate and unpredictable. It is without doubt, a wild ride. Whilst Lions are busy glory seeking and creating lasting legacies, their relationships suffer. Hyper focused on their quest and with an inability to accept blame for mistakes and apologise, Lions can ruthlessly disregard others needs. Lions have such an ability to nurture others and lift them up, but when focused on themselves solely, there is no space for this.

Resisting the intense urge not to blame others, to look within themselves and see how they contributed to their failures, can create genuine loyalty from others. Humility and remorse are game changers for Lion relationships.



## Staging a Coup

Lions expect others to follow with blind loyalty. They detest being questioned and react strongly to when those close to them doubt them or bring up past failures. They can intimidate others and challenge them mercilessly if they sense doubt.

This creates a false sense of reality for Lions because others are too afraid to tell them the truth.

Lions sensing this warped reality, can become paranoid and start seeing infidelities, plots and dangers wherever they look.

QUOTE  
The Devoted Guardian, unconditionally and compassionately guiding with self-respect (Katie Eden Todd)





# Going out in the world

Lions take centre stage going out in the world and still have titles today in the form of Prime Minister, President, Chief Executive Officer (CEO), Company Director etc.

Whatever arena Lions are in, they will have a top-ranking position. What they do with this power depends on how whether they have the courage to incorporate humility and remorse into their leadership style.

If they don't, Lions can be intimidating, volatile dictators who are frightening to be around. They misuse their power, don't apologise and want adoration and followers.

However, if they embrace their vulnerabilities, they can be incredible inspiring leaders who empower others to believe in themselves for a more meaningful life. They take the time to listen, consider and respond. They own their mistakes.

They move from energising others with their ideas to energising others with their wisdom and humility.

QUOTE  
If your actions inspire others to dream more, learn more, do more and become more, you are a leader (John Quincy Adams)

# 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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[www.userguidetohumans.com](http://www.userguidetohumans.com)

Learn how to see, hear and validate every single person you care about, including yourself. Understand what makes everyone tick and why some trigger you so. Gain self-awareness, clarity and compassion on a micro and a macro level.

