



Astropreneurs

summer camp
activity

YOUR ENTREPRENEURIAL ARCHETYPE **BY THE STARS**



Understanding

YOUR ARCHETYPE

helps you

MAP YOUR MESSAGE

BUILD YOUR TEAM

IMPROVE GROUP DYNAMICS

FOCUS

COMMUNICATE EFFECTIVELY

Astropreneurs



**SUMMER
CAMP**

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ROLES OF THE MODALITIES

CARDINAL | Aries, Cancer, Libra, Capricorn

These signs start every season—Aries kicks off spring, Cancer starts summer, Libra begins fall and Capricorn is the first winter sign. If your chart is mostly Cardinal signs (of you have a Cardinal Sun sign), your job is to initiate, take risks, influence and lead.

FIXED | Taurus, Leo, Scorpio, Aquarius

Fixed signs fall in the middle of every season. They're the stabilizers—the ones who set up a solid goal or foundation, then start building. If your chart is predominantly fixed (or your Sun sign is a fixed sign), you can take the enthusiastic ideas that cardinal signs spark and craft them into something tangible. You pick up the ball when the cardinal sign passes it, and run the distance to the goal. Fixed signs are the trustworthy types who like to-do lists and fancy titles. If a cardinal sign says, "Let's go on vacation!" the fixed sign will call the travel agency, book the tickets and hotel, and send everyone a list of what to pack.

MUTABLE | Gemini, Virgo, Sagittarius, Pisces

These signs end every season—and have learned the hard lessons taught by spring, summer, fall and winter. If your chart is predominantly mutable (or your Sun sign is), your role is to be the change agent. More flexible and comfortable with change than other signs, you can "chameleon" to fit into a variety of situations. Mutables are also the editors of the zodiac—the ones who complete the package with a winning touch. A plan can be sparked by a cardinal sign, built by a fixed sign, then perfected with that "special sauce" of mutable magic.

instructions

1. Do the Chart Your Chart PDF from Week 1

2. Fill in below:

MY MAIN MODALITY IS

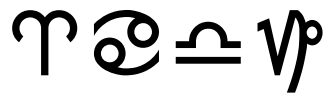
(Cardinal, Fixed or Mutable)

MY MAIN ELEMENT IS

(Fire, Earth, Air or Water)



Cardinal THE INFLUENCER



Aries • Cancer • Libra • Capricorn

LEADER * PIONEER * VISIONARY * TASTEMAKER

As a Cardinal dominant chart, you are an innovator, thought leader and influencer. Cardinal signs start every season, making them the natural leaders and “idea people” of the zodiac. You prize originality and like to be first in everything you do. People count on you to initiate a winning idea or plan. Then, you leverage your impressive network or fanbase to help make those part of the zeitgeist.

Motivated by: Status, connecting dots, birthing movements

Superpower: Style, self-assuredness, ability to make something out of nothing

Path to Success: The "It Factor"

Achilles Heel: Being elitist, exclusionary, too out-there

Famous Cardinal Sun signs: Gwyneth Paltrow, Lady Gaga, Marianne Williamson, Elon Musk, Alexandria Ocasio-Cortez, Jeff Bezos, Richard Branson, all 3 Kardashian sisters

Fixed THE EXPERT



Taurus • Leo • Scorpio • Aquarius

AUTHORITY * TRUSTED GUIDE * SPECIALIST

If your chart is predominantly fixed, your archetype is the expert. Forget setting trends—you're timeless and time-tested, doggedly devote to your craft despite the fads. Often self-made, your humble roots are your charm. Find your "one thing" and specialize in it: A single message or method can carry your career for years.

Motivated by: Lasting quality and timeless value

Superpower: Being the real deal who earned their stripes through hard work, loyalty and dedication

Path to Success: Creating a system or "proprietary process"

Achilles Heel: Getting stuck in a rut, being too self-effacing

Famous Fixed Sun signs: Oprah Winfrey, Brene Brown, Bill Gates, Barack Obama, Madonna, Mark Zuckerberg, Jennifer Lopez

Mutable THE MAVEN

♊ ♍ ♐ ♓ Gemini • Virgo • Sagittarius • Pisces

MESSENGER * TEACHER * SUPERCONNECTOR

If your chart is predominantly mutable, you are a natural messenger. You're what Seth Godin calls a "sneezer"—the person who spreads ideas. While you've got plenty of original material, your superpower is taking someone's lesser-known concepts and making them utterly viral.

Motivated by: Novelty (fun! shiny! new!)

Superpower: Cleverness, charisma, inclusivity

Path to Success: Making people think, sparking conversations

Achilles Heel: Coming across as a BS artist, all talk/no action

Famous Mutable Sun signs: Steve Jobs, Beyonce, Jay-Z, Bernie Sanders, Jada Pinkett-Smith, Sheryl Sandberg

BALANCE YOUR CHART

Next we'll apply the principle we call **Astro-Ayurveda: The art of balancing your chart.** In Ayurveda, the goal is to create harmony by bringing the right proportions of vital life-force energies to the body. You can also do this with your chart!

Most people's charts have a heavier emphasis on one or two modalities (cardinal, fixed, mutable) planets and a dominant element (fire, earth, air or water). As a result, we tend to gravitate toward these tendencies naturally.

In many cases, where you're heavily weighted can be "too much of a good thing." For example, if your chart is heavy on the VIP cardinal-sign influence, you may come across as snobby or inaccessible. Or, if you're strong on the homespun and hardworking fixed-sign quality, your brand may lack glamour and sophistication.

If your chart is LIGHT on any of the 3 modalities, evaluate whether you need to add more of that to your branding and business approach. It could be a "missing ingredient"—and a touch of it could go far.

Read on, explore...and remember, astrology is an "interpretive dance." There are no right or wrong answers here. This is an exercise for discovery!



BALANCING FOR EXCESS

by MODALITY

HEAVY CARDINAL

When too much cardinal seizes the reins, you can be entitled, elitist, exclusionary, self-serving. Work on humility, including others, creating more win-win scenarios. Find a worthy outlet for your natural leadership gifts, but watch that dictatorial tendency.

HEAVY FIXED

If fixed planets are in excess, you can be rigid, judgmental, closed-minded, and have tunnel vision. Work on more tolerance, embracing different ideas and opinions, flexibility. Pull yourself out of "obsession" mode.

HEAVY MUTABLE

In moments of mutable overload, you can be flaky, irresponsible, all over the map. Work on finishing what you start, not trying to turn every hobby into a career. You may be happiest in a career with a strong social component, or a field that involves writing, teaching and speaking.

BALANCING FOR EXCESS

b y E L E M E N T

HEAVY FIRE

You can be impatient, impulsive, domineering, burn out or lose interest fast. Work on finishing what you start, not taking on too much at once. Be a compassionate listener instead of preaching or trying to save the day.

HEAVY EARTH

You can fixate on safety and security, or get judgmental. Work on increasing your risk tolerance by taking small and calculated chances. Step out of the echo chamber and surround yourself with people who challenge you.

HEAVY AIR

You can get scattered, be “all talk, no action.” Work on being on time, keeping your word, waiting to share about your ideas until you have real results.

HEAVY WATER

You can be fearful, insecure or hide behind others. Work on establishing trust and widening your comfort zone, sharing even when you're scared. When you feel out of place, nurture or volunteer and you'll feel more at ease.



BALANCING FOR LACK

by MODALITY

LOW CARDINAL

You may resist taking initiative or putting yourself out there in the world. Formal training/coaching on things like leadership, management and public speaking can help you confidently rise to the top.

LOW FIXED

Procrastinating again? You have a hard time rolling up your sleeves and just *doing* the hard work. You either need an awesome production team or to push yourself through those diva moments. Cutting corners and rushing jobs will reflect poorly on you, so don't do it!

LOW MUTABLE

Flexibility please! You can get stuck in a one-track rut or avoid change. Proactively push yourself to try things that are out of your comfort zone. Add more variety to your life to keep from getting bored and stagnant.



BALANCING FOR LACK

b y E L E M E N T

LOW FIRE

You can be fearful or self-doubting. Work on taking more risks and going with your gut. Allow yourself to express anger in the moment, rather than stuffing it down.

LOW EARTH

You can be ungrounded and have trouble managing or holding onto money. Work on following simple systems and cultivating habits that keep your feet on the ground (and money in the bank). A financial planner or advisor could be your saving grace.

LOW AIR

Change and movement can be hard for you. Work on proactively trying new things, opening your mind and exposing yourself to new experiences to avoid getting stagnant. Ask more questions instead of assuming or charging ahead without proper information.

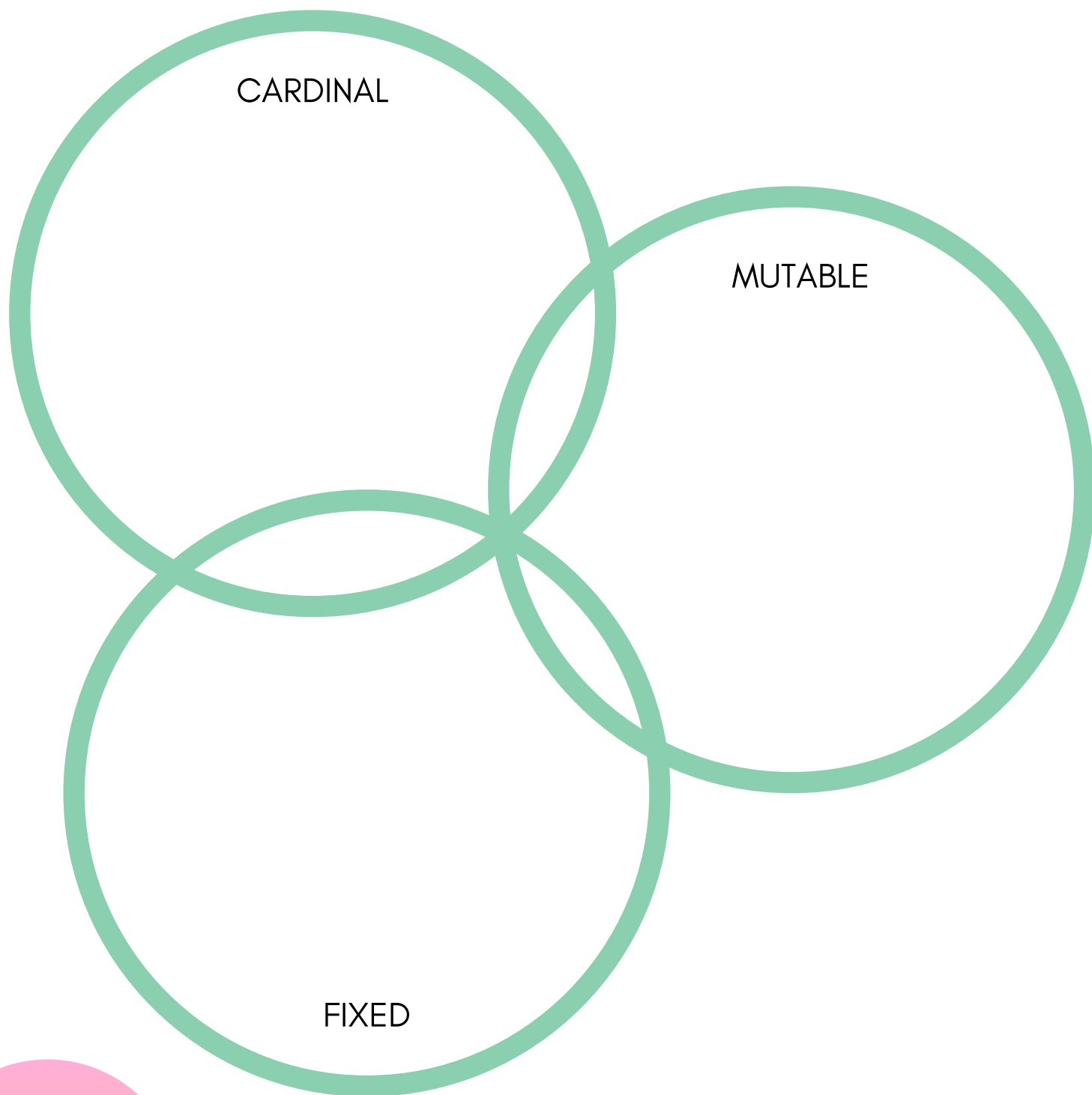
LOW WATER

Compassion is not your strong suit; you may consult your head instead of your heart for answers. Work on tuning into your body and intuition. Step into people's shoes before judging.



*team
building*

WHO'S IN YOUR **CONSTELLATION?**



TEAM BUILDING

WHAT MOTIVATES THEM?

CARDINAL SIGNS: STATUS

Cardinal sign employees (whether Sun sign or archetype) need to feel special—not like the rest of the herd. Even if they're interns with zero experience, they know they're gonna be somebody someday. They might start at the bottom to get behind the velvet ropes, but they don't intend to stay there! Create a clear path for their growth into an influential role, directing them to the shortest, fastest route. Give them a creative project where they can go wild with their original touch and get credit for it, even if they upstage you. Don't get threatened by these innovators. Remember: their shine will only reflect on you!

FIXED SIGNS: SECURITY

Fixed sign employees are looking for a (work)place to call home. They love responsibility and welcome the opportunity to manage both people and systems. A title is great, but throw in benefits, a comfortable pay rate and some power, and they'll be yours for life. Consistency is key—you need to give them clear instructions, expectations and goals to work toward. They are the ultimate producers and project managers. To succeed, fixed signs need set hours, well-defined goals and a level of predictability.

MUTABLE SIGNS: FREEDOM

Flexible hours? Work from home/beach/cafe? Yes, please! Mutable sign employees are amazing "floaters" who crave variety. They can do a little bit of everything and will happily wear all the hats. Short-term projects and "sprints" are their specialty. While you may need to set firm deadlines for mutables, you'll get their best work if you allow them to work their own peak productive hours, away from the watchful eye of any micromanagers. Trapping these unicorns in the stable will send them running for new pastures.

TEAM BUILDING

When you've got too much of one type

Too many Cardinal signs: Peacock pen

"Another selfie, Maureen? Sure, I'll take it! Oh, sorry—didn't mean to pressure you about that deadline, I know you're launching your chakra-inspired sneaker line and dropping your album this week. You're probably too busy to finish the project. Don't worry, I'll take care of it. Need an iced coffee?" *Screeeech!* Cardinal entitlement is real. If you find yourself feeling like YOU work for your employees, there's a good chance your cardinal spread is a full house. Personal gain is a must for these signs, and you'll simply have to accept that. Either give them a creative and clear project they can put their stamp on, or shift them to independent contractor status. As your "branding agency" instead of your "associate graphic designer," Cardinals will deliver. That way, they can leverage their work to build their own portfolios. They get the credit they crave and you get amazing work. Everyone wins!

Too many Fixed signs: Turf wars

Is this the break room...or a war room? Too many fixed signs, with their quest to claim turf and establish authority, can turn even a morning "hello" into a power struggle. (Warning signs: The office Keurig machine feels like a fire hydrant. An email chain about a mundane office policy turns into a flurry of snooty opinions backed by "research.") Fixed signs can be teacher's pets, so be prepared to pass out lots of shiny gold stars and calm their fear of being replaced. For best results, keep your fixed signs as "back of house" workers, or at most, managers of small teams. Otherwise, they can kill the company culture by being overly focused on the rules and processes. If your team is heavy on the fixed folk, make sure everyone has tight job descriptions. Or just blow up the company org chart to poster size and mount it in the lobby so everyone knows the "who's who." Any questions?

Too many Mutable signs: All play, no work

Mutable signs have a way of making work feel like fun—and that's their magic! They bring liveliness to your company's culture. But if your team is too heavily mutable, productivity could be eclipsed by long (possibly liquid) lunches, Happy Hours and water cooler chats—all expensed to the company, naturally, because they were kinda talking about work. Mutables are information-spreaders, which can make them awesome brand ambassadors. But you might also want to have them sign a non-disclosure agreement so they're mindful not to share state secrets or spread gossip should they become, er, disgruntled "former employees."

TEAM BUILDING

When you're missing an ingredient

Not enough Cardinal signs: No glamour

There's a reason the "influencer" market has ballooned, or that people talk about Oprah (no last name needed), not Harpo Productions. Brands need a passionate personality—an evangelist—to make people give a damn. If you've got a dope product but nobody's leaping up to click "follow" or "buy now," get yourself a cardinal Alpha to create a pecking order...and to convince the world that YOU are at the top of it.

Not enough Fixed signs: Chaos

Sure, rules were made to be broken—but without any rules or systems in place, your whole organization will be in disrepair. If there's no centralized system or operations plan—or you're ready to move past the solopreneur/DIY route, bring in the fixed signs to help you build that foundation.

Not enough Mutable signs: Stuck in a rut

Mutable signs are the change agents who bring new ideas, trends and the latest market buzz to the table. If you're working hard but not getting any traction, or your company is still doing the same thing it did 15 years ago (e.g., making flyers instead of Instagram Stories), pour some mutable magic into the mix!

Record your discoveries



**Come share insights in the
group if you want!**

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