



Exclusive Event. Limited Seats Available.

APAC × CrystalMind

From Insight to Impact

Archetype Compass: The Dao of Leadership in the AI Era

20 June – 29 August 2026

Saturdays, 12:30PM–3:30PM SGT

Live Online

Note: for the sessions on 20 June and 15, 22, 29 August, the timings will be 12:30PM – 2:30PM SGT

**Archetype
Leadership
Master Trainers**



Dr. Sandy Chen



Eric Zhuang

Detailed Programme Outline

Programme Overview

In an age where AI can analyze, predict and execute, what remains uniquely, irreplaceably human? It is the innate potential rooted in our collective unconscious: the Archetypes.

This programme integrates Jungian's archetypal psychology with Eastern wisdom of **balance and flow (Dao)**—equipping you with a structured framework to turn hidden potential into tangible impact, and insight into purposeful transformation for self, team and organization.

What You Will Walk Away With

See the Unseen: Diagnose & Awaken

Decode archetypal patterns behind behavior, team dynamics and change resistance—turn blind spots into conscious awareness.

Unleash Potential: Adapt & Thrive

Activate personal and team innate potential with practical archetype tools; flexibly match archetypal energy to tackle AI-era challenges.

Integrate & Transform: Lead Across All Levels

Master archetype integration to drive holistic transformation: align self for authentic leadership, synergize teams for high performance, steer organizational change with Daoist flow.

What Makes This Programme Different

A deeper lens on behaviour

Moves beyond surface tendencies to what actually shapes decisions, dynamics, and performance.

From insight to intervention

Not just understanding—but **knowing how to shift a conversation, a team dynamic, or a stuck situation.**

Built for real organisational work

Grounded in change, alignment, and performance—**not abstract models.**

One integrated system

A holistic approach you can apply across:

Leading Self → Leading Teams → Leading Change

Programme Structure

This is an **11-session programme** delivered over **11 consecutive Saturdays**, combining learning, application, and integration.

Programme Components

- ✓ **Pre-course Orientation (2 hours)**
Sets context and prepares participants for the programme
- ✓ **7 Core Modules (3 hours each)**
Progressing from Leading Self → Leading Teams → Leading Change
- ✓ **3 Mentoring Sessions (2 hours each)**
Focused on applying the work to real situations
- ✓ **Applied Practice (10 hours, self-directed)**
Participants apply learning in their own context and submit a summary report

Module Overview

Module 1: Leading Self (Part 1) — Awareness

- Introduction to the 12 Archetypes framework
- Identifying dominant and shadow archetypes
- How archetypal patterns shape behaviour and leadership

Module 2: Leading Self (Part 2) — Activation

- Interpreting personal archetype patterns
- Working with underused and shadow archetypes
- Practical ways to activate and balance archetypal energy

Module 3: Leading Teams (Part 1) — Alignment

- Using the Team Archetype Compass
- Diagnosing team dynamics and interaction patterns
- Building trust and alignment

Module 4: Leading Teams (Part 2) — Communication & Performance

- Archetype-based communication approaches
- Working through conflict and strengthening collaboration
- Applying archetypal thinking to decisions and innovation
- Real business cases

Module 5: Leading Change (Part 1) — Understanding Resistance

- The change curve and levels of resistance
- Archetypal patterns in how people respond to change
- Diagnosing strengths and risks across archetypes

Module 6: Leading Change (Part 2) — Diagnosis & Intervention

- Identifying root causes of resistance
- Using archetype-based diagnostic tools
- Designing interventions suited to context and timing

Module 7: Leading Change (Part 3) — Integration & Transformation

- Designing actionable change approaches
- Applying archetypal thinking to complex organisational situations
- Translating insight into sustained change

Learning Experience

- Live, interactive sessions (not lecture-based)
- Real-world cases and application
- Guided reflection and integration
- Mentoring support
- Practice in participants' own work context

Grounded in Practice, Proven in Business

The Archetype Leadership approach has been applied across organisations and industries, supporting:

- Stronger team alignment and collaboration
- More effective navigation of resistance and change
- Improved leadership effectiveness
- Tangible improvements in performance and engagement

Who This Programme Is For

- Coaches (executive, leadership, team coaching)
- HR / OD and transformation professionals
- Corporate leaders navigating change and complexity
- Consultants supporting organisational development

Programme Details

- **Dates:** 20 June – 29 August 2026
- **Schedule:** Saturdays, 12:30PM – 3:30PM SGT
- **Format:** Live Online

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Certification & Requirements

- **36 CCEUs (ICF Approved Programme)**
- **95% attendance required**
 - Recordings available for missed sessions
 - Make-up submissions required for completion

Archetype Leadership Master Trainers

Dr. Sandy Chen

CPO, CrystalMind | Executive Coach & Organisational Transformation Consultant
Former Nike APAC Director | PhD (OD & Change)

Eric Zhuang

CEO, CrystalMind | Executive Coach & Business Transformation Consultant
Advisor to 100+ enterprises

Registration

Special APAC Launch Pricing (Limited Intake)

	APAC Members	Non-APAC Members
Early Bird	SGD 1,600	SGD 2,000
Regular	SGD 2,000	SGD 2,500
Group Rate (2+ pax)	SGD 1,800 per person	SGD 2,250 per person

- **Limited pilot intake.**
- **Early bird closes 10 May 2026.**
- **Group rates start after 10 May 2026.**

Register here:

<https://apacoaches.org/archetype-compass/>

Closing

From insight to impact.

From potential to transformation.

A practical way to work with **people, teams, and organization—at depth and in context.**