

WHAT'S YOUR FOUNDER ARCHETYPE? A Quick Self-Assessment



What's your Founder Archetype

The way you think, lead, react under pressure, and carry responsibility? That's not random. That's wiring.

After working with hundreds of small business owners, we've seen the same patterns show up over and over again.

Most founders fall into one dominant archetype:

- The Builder
- The Visionary
- The Guardian
- The Strategic Operator

You might be a mix — but one usually takes the lead when things get hard.

HOW THIS WORKS

Read each section below.

Circle the statements that feel most like you — especially under stress.

Don't overthink it. Go with your instinct.

THE BUILDER

- When something goes wrong, I step in immediately and fix it
- I would rather do it myself than risk it being done wrong
- I move quickly and expect others to keep up
- I feel responsible for everything working
- I struggle to delegate, even when I know I should

You are likely a Builder

You thrive in: pressure, execution, leadership

Watch for: burnout, over-control, carrying too much

THE VISIONARY

- I am constantly thinking of new ideas or improvements
- I get bored once things become repetitive
- I care deeply about the experience, brand, and big picture
- I get excited starting things, but struggle finishing them
- I see potential everywhere

You are likely a Visionary

You thrive in: creativity, innovation, growth

Watch for: lack of follow-through, chaos, overcommitting

THE GUARDIAN

- ☐ I care deeply about my team and how they feel
- ☐ I take things personally — especially when something goes wrong
- ☐ I want to protect my staff and create a positive environment
- ☐ I sometimes avoid hard conversations to keep the peace
- ☐ I feel responsible for more than just the business — I carry people

You are likely a Guardian

You thrive in: culture, loyalty, leadership

Watch for: emotional burnout, avoidance, blurred boundaries

THE STRATEGIC OPERATOR

- ☐ I focus on systems, organization, and how things run
- ☐ I notice inefficiencies quickly
- ☐ I prefer clear expectations and consistency
- ☐ I think before I act and weigh decisions carefully
- ☐ I get frustrated when things feel disorganized or chaotic

You are likely a Strategic Operator

You thrive in: systems, scaling, stability

Watch for: overthinking, rigidity, frustration with people dynamics

NOW WHAT?

If one stood out immediately. Trust that. If you felt like a mix, that's normal.

WHEN YOU FEEL LIKE MORE THAN ONE

Most founders are a mix. You usually have:

- A primary (how you lead under pressure)
- A secondary (how you support or recover)

How to Find Your Primary

Ask yourself: Who do I become when things go wrong?

I take over → Builder

I think of new solutions → Visionary

I focus on people → Guardian

I fix the system → Strategic Operator

That's your dominant wiring.

What Your Secondary Means

Your secondary shows up when things are stable.

It's how you:

Problem-solve

Collaborate

Support others

Quick Examples

Builder + Guardian

Leads hard, cares deeply → carries too much

Visionary + Operator

Big ideas + structure → powerful when aligned

Guardian + Visionary

People + creativity → strong culture, needs clarity

Builder + Operator

Execution + systems → strong, but can feel rigid

THE KEY

You don't need to pick perfectly.

You need to know what leads.

Most burnout comes from trying to lead from your secondary, while your primary is running the show.

FINAL THOUGHT

Your archetype is not the problem. But if you don't understand it, it will show up as:

- Burnout
- Team frustration
- Turnover
- Bottlenecks
- Emotional exhaustion

THE GOAL

Use your strengths intentionally

Put structure around your risks

Build a business that works with your wiring, not against it

If you've ever felt like:

“I'm too much”

“I care too much”

“I can't shut my brain off”

You're not broken. You might just be wired to build.

WANT TO GO DEEPER?

If you want to understand your burnout patterns, your leadership blind spots, and the business model that fits your brain, check out the full Founder Wiring Assessment™

Coming Soon!