

Create Your Hero's Journey or Personal Brand Myth

Storytelling is a transformative process that helps you shift your perspective by examining and reshaping the narrative you tell yourself. Our personal narratives shape how we see the world, our decisions, and even our sense of purpose. By exploring and reconstructing your life story, you gain clarity, direction, and empowerment to move forward with intention.

 **by Irina Kosareva**

Why Stories Matter

Psychologists and neuroscientists have long studied the power of storytelling. Research in narrative psychology (McAdams, 1993) suggests that the way we structure our life stories influences our well-being, resilience, and motivation. A coherent personal narrative fosters a stronger sense of self and helps people navigate transitions with greater ease.

Carl Jung's concept of active imagination is a therapeutic technique that bridges the conscious and unconscious mind. By engaging with the images and narratives that surface from the unconscious, individuals can explore and integrate hidden aspects of their psyche. This process involves allowing the unconscious to express itself through spontaneous imagination, facilitating a dialogue between the ego and the deeper layers of the mind. Active imagination serves as a pathway to self-discovery and personal growth, enabling individuals to confront and assimilate unconscious content.

For brand building myth, We take a unique approach that blends storytelling, psychology, and traditional marketing strategies, using a transformative marketing game to build a powerful personal brand myth. Rather than focusing solely on promotional techniques, we help you uncover your core values, defining stories, and archetypes to craft an authentic and compelling narrative. This approach ensures your brand is not just seen but truly felt—creating a deep, meaningful connection with your audience.

For more information about personal brand myth, visit the **Storytelling Workshop** section: "**Personal Brand Myth**" at www.transformationstorytelling.nl.

Active Imagination in Jungian Psychology

Active Imagination is a well-documented concept developed by Carl Jung. It is a method of engaging with the unconscious mind by allowing spontaneous images, symbols, and narratives to surface and then consciously interacting with them. This technique bridges the conscious and unconscious, fostering personal growth and transformation.

Jung described active imagination as a way to dialogue with the unconscious through images, symbols, and archetypes. It is similar to dreaming but practiced while awake. Instead of passively experiencing dreams, an individual actively engages with inner figures and symbols in a semi-meditative state. This can be done through:

- Writing or journaling (e.g., recording dialogues with inner characters)
- Drawing or painting (expressing visions from the unconscious)
- Role-playing or dramatization (embodying archetypal aspects)

What Storytelling Offers You

1 A Deeper Understanding of Yourself

Uncover your core desires, talents, and potential.

3 Increased Resilience

Learn to reinterpret challenges as part of your hero's journey.

5 A Sense of Purpose

Discover the hidden patterns in your life story that reveal your mission.

2 Overcoming Internal Blocks

Identify and reframe limiting beliefs or past narratives that hold you back.

4 Clarity in Life Transitions

Find direction when navigating personal or professional change.

6 Freedom from Unconscious Scripts

Shift from old, inherited narratives to a story that truly aligns with you.

When is Reconstructing a Personal Myth or Story Useful?

- When you are at a crossroads and unsure of your next step.
- When you feel stuck in repeating patterns.
- When you want to reconnect with your dreams and purpose.
- When you seek meaning in life events.
- When you desire a deeper understanding of your role in life's unfolding story.

"If you do not live your own myth, you become part of someone else's." Joseph Campbell



Unpacking Unconscious Assumptions

Recognize and challenge self-limiting beliefs.



Reframing the Narrative

Reimagine alternative ways.



Systemic Perspective

Understand how family systems and cultural narratives shape personal identity and that it does not define who you are.

What Story Do You Tell?

When life feels stagnant, it helps to have someone who listens—but having someone who understands how stories shape our reality is transformative. Through narrative techniques, we explore how the inner voices—thought patterns, fears, assumptions, desires, and beliefs—construct your life story. These are the "scripts" that can either trap or empower you.

Your Personal Story & Systemic Influence

Your narrative is not isolated; it is woven into a larger tapestry—your family history, cultural background, and personal experiences. Which voices do you listen to? Which ones serve you, and which ones limit you? Where is your own unique voice? Through systemic work, we examine how inherited stories influence your decisions and uncover the hidden architecture of your life.

You are an author of your own life.

The Transformational Process: Step by Step

1. The Hero in Your Life Story

Who is the protagonist? (Hint: It's you.) What do you desire, and what are your unique strengths? What journey is unfolding for you?

 We use the Hero's Journey framework to examine the transformation waiting to happen.

The Landscape of Influence

What are your roots? Which formative experiences shaped your beliefs? What are the repeating patterns or "dragons" in your story?

We explore core scenes from your past to identify the key themes guiding your life.

Structuring Your Story

How does your story need to evolve? What shifts are necessary to step into a new chapter? How can systemic work help you see your life from a new perspective?

 We use story structure techniques to create a cohesive and empowering narrative.

The New Story

What is the narrative you want to live by? How do you integrate this new perspective into daily life? Which archetypes support your transformation?

🔍 We craft a story where you reclaim agency, align with your purpose, and rewrite your future.

What Makes Storytelling Different?

You are not just setting new goals—you are reshaping the narrative that defines you. This shift leads to deep, lasting transformation because it works at the level of identity and meaning.



1. Exploration

We map out the contours of your story using your own personal symbols and metaphors. We identify repeating themes and turning points.

2. Investigation

We map recurring challenges and "dragons," helping you uncover patterns and explore new possibilities.

By externalizing the problem as an anti-hero, we shift perspectives, opening new ways to approach it. Together, we chart the path to overcoming obstacles and reaching your ultimate destination.

3. Integration

You craft a new personal narrative that aligns with your values. You consciously step into a new story, breaking old patterns.

Our subconscious doesn't understand words or reasoning—it responds to vivid images and personal metaphors.

Frameworks and Theories

1 The Archetypes and the Collective Unconscious (Jung, 1959)

Carl Jung's theory of archetypes suggests that deep within our unconscious mind lie universal symbols and patterns—like the Hero, the Mentor, or the Shadow. These archetypes shape our behavior, desires, and challenges. By engaging the imagination, narrative coaching helps us tap into these unconscious forces, bringing hidden aspects of the self into awareness. Reframing life through archetypal storytelling allows us to access deeper wisdom, transform limiting beliefs, and embrace our personal myth.

2 Symbols of Transformation (Jung, 1912; revised 1952)

Engaging the imagination allows us to access deeper layers of the psyche, uncovering unconscious blocks and hidden potentials. Narrative coaching uses this approach by encouraging clients to interact with their personal myths and archetypes. By consciously exploring and reshaping inner stories, individuals can transform limiting patterns and step into more empowered narratives.

3 The Stories We Live By: Personal Myths and the Making of the Self (McAdams, 1993)

Our self-concept is shaped by the stories we tell about ourselves. Transforming these stories alters our sense of identity. McAdams' narrative identity theory explores how life stories shape personality and meaning.

4 The Hero with a Thousand Faces (Campbell, 1949)

Classic storytelling patterns mirror human transformation. Understanding this arc helps clients see their challenges as part of their greater journey. Campbell's work outlines the monomyth, or the Hero's Journey, found in myths and personal development.

5 Man's Search for Meaning (Frankl, 1946)

Viktor Frankl's work on finding meaning in suffering aligns with how narrative coaching helps individuals reconstruct their past experiences in empowering ways. His logotherapy approach emphasizes that meaning can be found even in the darkest moments.

Tool for Transformation

Storytelling is a powerful way to uncover your inside-out story. It allows you to:

- 1** Gain clarity on deep-seated desires and ideas.
- 2** Understand the unconscious forces shaping your actions.
- 3** Align your life with a personal values that feels meaningful.

👉 Want to know if this is for you? Let's talk.

Irina Kosareva

✉ E-mail: transformationstorytelling@gmail.com

📱 Telegram / WhatsApp: +31 6 2499 1530