



The Modern Goddess journey begins in ancient Greece!

The Goddesses of ancient Greece influence our lives today through archetypal patterns that essentially repeat their myths. This can be a powerful and good thing, and it can ensnare us in many a miscommunication!

- 1. Read the characteristics of the goddesses below to identify which you feel most and least aligned with.**
- 2. What can you do to include a bit of your least aligned with goddess into your daily life? What might be possible if you did?**



ATHENA

Athena is the goddess of civilization and was frequently depicted with an owl or sword. Today, she is a city gal who values learning, is intellectual, and thrives in the office, boardroom and leading meetings. How do you recognize an Athena-type? Her clothing is impeccable and practical, she excels at most of what she attempts, her shoes and bags are completely functional yet stylish. She gets to the point quickly and is bored with small talk. Athena appreciates nature but does not go camping very often. Her usual weekend attire is stylish in its comfort! Most people consider

an Athena-type a perfectionist with high expectations, for herself and others. She is a competitor and enjoys a challenge. If you want a problem solved or project handled from start to finish, call an Athena-type woman!



ARTEMIS

Artemis is the goddess of nature and was shown with a bow and arrows or next to wild animals. Today, she is most comfortable outside or in a relaxed, “un-corporate” atmosphere. Her loner personality may put you off yet she is completely innocent to the offense and finds it normal to go days without talking to people. How do you recognize Artemis? She is an animal lover, respects nature’s rhythms and plans outings that include outdoor activities, often physical or sports related. She enjoys adventure and may take an African photo safari vacation or join in a last minute trip to Peru. She is athletic and strong yet often vulnerable in the city or office environment. She speaks sparingly with huge impact. Her commitment level is high and she is her word. An Artemis woman dresses for comfort and movement and if she has to wear a suit, it will be unstructured, loose and usually involve slacks!



APHRODITE

Aphrodite is the goddess of love and she was sculpted in reclining positions or entwined with a lover. Today, she is most at home in beautiful, comfortable surroundings and her office may feel like a living room. An Aphrodite woman usually wears silks or other fabrics that feel soft and luxurious to the touch and she has a flair for accessories. Her style in everything is romantic. Don’t let all that beauty and flair fool you though, she is an astute businesswoman who makes decisions based on gut instinct or how something feels. She attends the theatre, gallery and museum openings and loves to dine in beautiful, attentive restaurants. The term “wined and dined” was no doubt coined for Aphrodite women! Her warmth and true appreciation of people is what draws you to her, while her gracious, gentle manner is what keeps you close.



HERA

Hera is the goddess of worldly power and influence. Depicted wearing a crown, often with a scepter, in mythology she was powerful through marriage to Zeus. Today, she is in partnerships that honor family, home and hearth and her impact is felt in traditions. In business, she knows what she does best and partners with those who compliment her skills. Appearances matter to her and she likes things neat, current and organized. She is successful and has the possessions to reflect her “place” in society. She lives in the best neighborhood she can, her children attend the right schools, and the family belongs to key organizations and clubs. She dresses in designer clothing, rarely has a hair astray and only a few family members have seen her in sweat pants! This woman looks and IS pulled together.



DEMETER

Demeter is the goddess of fertility, the seasons and nurturing the young and was depicted with her daughter, flowers and wheat. Today, she loves children and frequently raises many or works in professions that support them. In business, she is known for collaboration; mediation and making sure all are heard. The neighborhood kids wind up at her home after school because it is set up to entertain and educate children. She not only nurtures children, she is a green-thumbed gardener and often has flowering and food plants around her. She is usually dressed in clothing that is kid friendly and her bags have way more than wallet and keys. She has tremendous patience, listens attentively and responds kindly. Her voice can be soothing, her manner easy and her laugh great! Her car may be confused with a taxi for children.



Persephone is the goddess of the Underworld and spirits. She was depicted with sheaves of grain and a torch. Today, she shows up as clairvoyant and psychic, interested in the healing arts or ministry. Her dream life is active and she sometimes has visions. She honors the mystical, spiritual and ethereal. Many Persephone women are often in their own world, marching to a drum only they seem to hear. Sometimes they even forget to eat. Their self-care comes and goes – one day she may appear all pulled together and the next day scattered. She wears clothing that flows and swirls, much like she does. She is intuitive in business and listens to instinct to make decisions and when none is forthcoming, she patiently waits for clarity. She is often dismissed as a flake though she is fiercely intelligent and has studied many subjects.

PERSEPHONE

1. Which goddesses do you most align with?

2. Which goddesses do you least align with?

3. What can you do to include a bit of your least aligned with goddess into your everyday life?

4. What might be possible if you included her?



How to communicate with the Goddesses

Each goddess archetype shows up in your business and life dealings. After you have identified your goddess alignments, practice communicating from their perspective of the world. **Bonus Challenge:** When you speak with a woman who aligns with goddess energies other than yours, practice speaking to her from *her* goddess archetype!

ATHENA

Athena types value respect and acknowledgment for their intellect and successes. Be sure to honor them for their achievements and encourage their future goals. If you can show this woman your intellectual, practical Athena side, you will be respected in return!

ARTEMIS

Artemis types value their sense of adventure. This nature lover appreciates candor and a levelheaded approach. Get centered before you speak with her or make any requests of her. Being grounded is her theme so use earth-based metaphoric analogies.

APHRODITE

Aphrodite types value witty, intelligent, playful conversation and appreciate a sincere compliment. Romance is a value that can sometimes paint a larger than life picture, so be precise in your language with her to avoid misunderstandings!

HERA

Hera types know all the social protocol and dismiss you with your blunders. So, mind your P's and Q's! Tradition plays a role in her life and communications. Write timely and formal thank you notes, and be sure to ask how she likes to be addressed!

DEMETER

Demeter types hear their children's voices even when they are not around! Be sure to honor her commitment to children, the environment and the power of nurturing well. Metaphors of growing cycles, children and earth cycles work wonders!

PERSEPHONE

Persephone types can live in their own world and tend to like theirs more than this one. Just because she is nodding her head when you speak doesn't mean she is hearing you! Ask for her intuitive hit about something and you will get her attention!