PSYCHOLOGY

The Six Investor Archetypes

The same market data means different things to different investors. Understanding your archetype — Owl, Elephant, Wolf, Hawk, Fox, or Lion — transforms generic analysis into personalised intelligence.

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8 min

Every Sirrunian has a view. The same Fear & Greed reading of 24 means 'time to buy' to one investor and 'more pain ahead' to another. Neither is wrong — they're operating from different archetypes. Understanding yours is the first step to using your temperament as an edge rather than a liability.

Why Archetypes Matter

Traditional financial media treats all investors identically. The morning brief is the same whether you're a contrarian waiting for blood in the streets or a momentum trader riding the trend. The analysis assumes a generic reader with generic needs.

But a wealth manager in Zurich with 2% crypto allocation interprets a 10% drawdown differently than a crypto-native fund in Singapore with 60% exposure. Your time horizon, risk tolerance, and information preferences shape not just what you see, but what you should do about it.

The archetype framework acknowledges a fundamental truth: your temperament is your edge — or your liability. Knowing which you are is the first step to using it well.

KEY INSIGHT

There's no 'best' archetype. The Owl's patience is a strength in ranging markets and a weakness in breakouts. The Hawk's speed is an edge in momentum plays and a liability in choppy conditions. Self-knowledge beats self-improvement.

The Owl

"Sees what others miss. Acts when certain."

You process information deeply before committing. While others react to headlines, you're building context. Your edge is patience and pattern recognition — you've seen cycles before, and you know that clarity comes to those who wait for it.

In fearful markets, you're assessing. In greedy markets, you're sceptical. You don't need to be first — you need to be right.

Strengths: Thorough analysis, emotional discipline, long-term perspective.

Watch for: Analysis paralysis, missing early moves, over-caution in recovery phases.

Sirruna experience: Weekend deep-dives are your primary touchpoint. Sentiment extremes flagged as moments requiring attention, not immediate action. Full context provided before conclusions.

The Elephant

"Long memory. Steady through storms."

You think in cycles, not weeks. You remember 2018, 2022, and the recoveries that followed. Macro conditions set the tide for you — Fed policy, liquidity flows, the big forces that move all risk assets together.

Your approach is steady allocation with periodic rebalancing. You're not trying to catch every move; you're trying to be positioned correctly for the cycle.

Strengths: Historical perspective, macro awareness, steady compounding.

Watch for: Ignoring regime changes, slow to adapt, missing crypto-specific catalysts.

Sirruna experience: Macro context leads every analysis. Historical parallels highlighted. Cycle positioning emphasised over tactical timing.

The Wolf

"Patient. Contrarian. Comfortable alone."

You see opportunity where others see danger. When the crowd rushes for the exit, you're quietly assessing. When everyone's celebrating, you're planning your exit.

Your edge isn't information — it's temperament. You can hold a position against consensus because you've done the work and you trust your analysis over the crowd's emotion.

Strengths: Emotional independence, buying fear, selling euphoria.

Watch for: Contrarian for its own sake, early entries, underestimating momentum.

Sirruna experience: Sentiment extremes flagged as potential opportunities. Contrarian angles highlighted in Weekend analysis. We tell you when the crowd is most crowded.

The Hawk

"Sharp-eyed. Quick to move."

You watch the chain. You read flows daily. You move fast when signals align. Tactical, not reckless — you know the difference between a signal and noise.

Your timeframe is weeks to months, not years. You're optimising the current opportunity, not building a forever position. When momentum and flows align, you act. When they don't, you wait.

Strengths: Quick execution, data-driven decisions, momentum capture.

Watch for: Overtrading, missing the forest for trees, whipsaws in choppy markets.

Sirruna experience: Morning briefs are your primary touchpoint. On-chain metrics and flow data emphasised. Action implications stated clearly.

The Fox

"Clever. Careful. Adapts to survive."

Neither aggressive nor conservative — adaptive. You shift your approach based on conditions. In bull markets, you lean in. In uncertain markets, you preserve. You've survived every cycle because you don't marry a single strategy.

Flexibility is your edge. You're pragmatic about what works, not ideological about what should work.

Strengths: Adaptability, risk management, regime recognition.

Watch for: Lack of conviction, chasing strategies, jack of all trades syndrome.

Sirruna experience: Balanced analysis across all dimensions. Regime changes highlighted as adaptation moments. Optionality and flexibility emphasised.

Note: The Fox is the default archetype for users who haven't completed the assessment — representing the balanced centre.

The Lion

"Leads with conviction. Owns the position."

High conviction, holds through volatility. You're not fading the crowd — you're leading it. When you're in, you're *in* . Short-term noise doesn't shake your thesis.

Your edge is conviction depth. You've done the work to understand why you hold what you hold, and that foundation lets you hold through drawdowns that shake out weaker hands.

Strengths: Deep conviction, volatility tolerance, thesis clarity.

Watch for: Confirmation bias, holding losers too long, dismissing valid concerns.

Sirruna experience: Thesis validation emphasised. Noise vs. signal distinction clear. Volatility framed as test, not threat.

The Five Dimensions

Each archetype is defined by their position across five key dimensions:

Risk Orientation — Conservative to Aggressive. How you respond to drawdowns and volatility. Do you see a 25% drop as danger or opportunity?

Time Horizon — Tactical to Strategic. Whether you optimise for weeks or cycles. Are you catching the current move or positioning for the long game?

Information Style — Detail-seeker to Signal-seeker. Whether you want full context or key conclusions. Do you read the whole report or skip to the recommendation?

Conviction Source — Macro-led to On-chain-led. What data drives your decisions. Do Fed policy shifts or whale wallet movements matter more?

Contrarian Tendency — Consensus to Fader. Whether you follow or fade the crowd. Does widespread agreement make you more or less confident?

The Assessment

Sirruna's archetype assessment takes approximately three minutes and consists of 20 questions across four sections: Investment Character, Investment Philosophy, Information Needs, and Objectives.

The assessment uses a six-point scale with no neutral option — because a real Sirrunian has a view. You're forced to lean one way or the other on each question, revealing your natural tendencies rather than allowing fence-sitting.

> *"You're seeing Sirruna as a Fox — adaptive, balanced. But a real Sirrunian has a view. Discover yours."*

Your responses are scored across the five dimensions, and your archetype is assigned based on the combination of positions. There's no 'best' archetype — each has strengths and blind spots. The goal is self-knowledge, not judgement.

How Sirruna Uses Your Archetype

Once you've discovered your archetype, Sirruna's analysis is calibrated to your investment personality.

Same data, different framing. When the Sirruna Conditions Index shows mixed signals, an Owl sees 'conditions favour patience' while a Hawk sees 'momentum weak, reduce tactical exposure.' The Wolf sees 'sentiment extreme approaching — watch for entry.' Same data, different meaning.

Weighted metrics. Your personalised SCI emphasises the factors that matter most to your style. Hawks weight momentum heavily; Elephants weight liquidity and flows; Lions weight conviction metrics.

Relevant touchpoints. Hawks gravitate to morning briefs; Owls to weekend deep-dives. Your archetype shapes which content surfaces first and how it's framed.

REFRAMING THE OBVIOUS

The goal isn't to change how you invest — it's to give you the information you need, framed the way you think. A publication that speaks to everyone speaks to no one. Sirruna speaks to you.

Finding Your Archetype

The animal is the hook. The insight is the value. Take three minutes to discover which of the six archetypes matches your investment temperament — and start receiving analysis calibrated to how you actually think.

Because a real Sirrunian has a view. What's yours?

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Our secret. Your edge.

Discover more at sirruna.com