

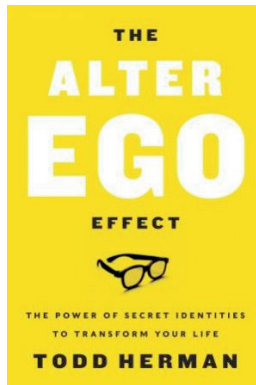


**THE ALTER EGO EFFECT: HOW THE WORLD'S TOP PERFORMERS
USE SECRET IDENTITIES TO WIN IN SPORTS, BUSINESS AND LIFE**

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THE BOOK

**The Alter Ego Effect:**

How the World's Top Performers Use Secret Identities to Win in Sports, Business and Life

by Todd Herman



INTRODUCTION

What if the person you always wished you could be was there inside you all along? This is a concept Canadian Performance Coach Todd Herman shares in his in-depth book *The Alter Ego Effect*.

In the book, Herman explains how he has helped countless athletes, professionals and performers to tap into their hidden 'alter ego' and achieve what they previously thought impossible. It's a theory that can be applied by anyone, in any high-pressure situation.

What would you achieve if you knew you could be calm, confident, fierce or fearless? How would you feel about performing in front of an audience, racing out onto the sports field or tackling a difficult school exam?

The Alter Ego effect shows readers how to overcome the self-doubt, negativity, and insecurity that hold you back so you are ultimately empowered to become your best self all the time. This read is ideal for any professional and is also very powerful for students who are learning to step into their self-confidence.



5 BEST QUOTES

"The next time I stepped out onto the football field, I went out as a tribe of warriors."

"The Enemy is stealing your moment from you, and keeping you tucked away, safe and sound, in the Ordinary World."

"If you're not willing to risk the unusual, you'll have to settle for the ordinary."

"Our personalities are malleable. We can reshape ourselves. We can change our beliefs and create new habits. We can change our identities. That's what the Alter Ego does for us."

"This isn't about dishonouring who you are. This is about really looking at the characteristics that will help you succeed, and bringing that part of you to life with the help of an Alter Ego."



10 BIG IDEAS

1. TRAPPED VS HEROIC SELF

When Todd Herman met professional athlete Bo Jackson, the famous footballer and baseball player Bo told him, “Bo Jackson never played a down of football in his entire life.”

Bo explained that when he was young, he'd get into trouble because of the chaos caused by his anger issues on the field. Then, he saw the film Friday the 13th and became fascinated by the cold, calculating nature of the movie's ruthless killer Jason Vorhees. In that moment, he resolved to stop being Bo Jackson, and start being 'Jason' the moment he stepped on the baseball field.

Herman talks about our 'Trapped Selves' and our 'Heroic Selves', and how we can transform into our own personal internal Superman to improve our performance when the going gets tough.

Create your Alter Ego. Describe him, her or it. Nominate a name and invite it to show up when you need it.

2. YOUR ALTER EGO IS HERE FOR YOU NOW

Long term performance improvement comes from practices like meditation, training, goal setting, visualisation, skill development and routine. It's a long road and takes time.

However, if you need to improve your performance in this moment, calling on your Alter Ego is the best strategy.

3. THE CORE SELF AND ITS OUTER LAYERS

The Core Self is where possibility exists. According to Herman, “It's this deep inner core where a creative force resides, waiting to be activated by the power of intention. Because human beings have the incredible ability to imagine, create and decide, it gives you the opportunity to change something in an instant.

Your Core Self is where your desires and dreams live. It is the source of your motivation.

The issue most people have is that surrounding our all-powerful core is our Beliefs. This relates to our attitudes and what we think we're capable of. Often, our beliefs stop our core self from getting what it wants.

Our beliefs are surrounded by our 'Action Layer', which reflects how we show up in our studies, our work or on the field.



10 BIG IDEAS

And finally, we have the Field of Play; the context of our actual environment. This covers the things we interact with, the people we interact with and the things we can't control.

Once you're aware of these layers, you can begin to look at the characteristics which will help you succeed across all of them.

4. THE ORDINARY AND EXTRAORDINARY WORLDS

Your Trapped Self may live in the Ordinary World but your Heroic Self/Alter Ego lives in the Extraordinary World. Here, your intentions and actions are not motivated by negative emotions. Instead, you are ruled by a positive, growth mindset.

Tapping into an Alter Ego will help you suspend disbelief and leverage the power of aligning with someone else's strengths. When you bring it to the forefront, you are creating a completely new result or outcome.

This is not to say that activating your Alter Ego and stepping into the Extraordinary World means you will be trouble-free. It's just that you will be less held back by doubt, ego or fear.

5. THE HIDDEN FORCES OF THE ENEMY

In the Ordinary World, your 'Enemy' exists to hold you back and prevent your Alter Ego from truly taking over in high-pressure situations.

An example Herman shares is a top tennis player who backed down at crucial moments. This player had a huge sense of fairness and couldn't help but feel it wasn't right to crush the opposition so frequently. Despite it generally being a good thing, this sense of fairness was the player's Enemy.

Your Enemy gives you unstable emotions, a lack of self-confidence and a fear of taking risks.

Just as you do with your Alter Ego, Herman recommends you give your enemy a form and a name. It could be Darth Vader or the Joker, or something completely new. Next, begin to visualise it as non-threatening. And start talking back to it. Tell it that it is no longer welcome.

6. THE STORY YOU TELL

Are you being held back by your own narrative? Do you always say "I never finish anything I start" or, "I always lose."?

By telling yourself the same story, you are missing out on opportunities.



10 BIG IDEAS

The Alter Ego concept allows you to rewrite this story. For example, it can show up and say, “I plan ahead and take conscious action so I can get results.”

There is no time like right now to start creating and living a new story.

7. THE FIVE BRIDGES

The five bridges of personal and professional development are:

STOP / LESS OF / CONTINUE / MORE OF / START

Herman writes that the majority of conversations talk about ‘stopping’, e.g stopping spending so much time online, stopping going to bed late. It is definitely important to identify these. It will help you get real about the way you’re currently existing.

However, your Alter Ego is on a quest that is mostly focused on the final three, so you can go after what you want to gain and have more of. For example, you may want to continue with a healthy morning routine, spend more time improving your skills or start learning from a mentor. Your ‘start’ could also be to start believing in yourself more or feeling more enthusiastic about what you can achieve.

Herman’s advice is to own what you want and go after it.

8. THE POWER OF A MISSION

Batman is on a mission to rid Gotham City of crime after witnessing his parents die at the hands of criminals.

Once you are clear on why you want something so much, it makes it a lot easier to go after it. Connect emotion to your motivation and you will find the time to study, the stamina to train after school and the commitment to finish your work on time.

Your mission doesn’t have to stem from trauma like Batman. It can be motivated by altruism or a drive to repay your parents for their hard work and sacrifice.

9. ACTIVATING YOUR ALTER EGO

Did you know that Activist Martin Luther King Jr. didn’t need to wear glasses? He often wore them because he thought they made him look distinguished.



10 BIG IDEAS

Herman recommends you have your own ‘Totem’ or ‘Artifact’ that activates your Alter Ego. It could be a pair of shoes, a bracelet or a gem you carry with you.

There is a great deal of power in symbolic meaning. Think of someone wearing a white doctor’s coat. It has so much power and studies have found that people do respond to it.

Your Totem embodies your Alter Ego’s superpowers, its origin story and its mission. Taking conscious action to ‘activate’ it when you’re about to perform on the track, in class or on stage allows you to align your emotions, thoughts and behaviours.

10. YOUR ALTER EGO DOESN’T HAVE TO BE YOU

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3 ACTION STEPS

GIVE YOUR ALTER EGO A PRACTICE RUN

Head out to a coffee shop in Alter Ego mode. How does your hidden superhero act and respond to people?

Before you leave home, make sure you have a clear idea of your Alter Ego's form, beliefs and name. This will make your exercise easier.

SET YOUR MINDSETS

Be clear on what your Alter Ego thinks. Six mindsets Herman recommends are:

- BRING IT ON!
- I'M READY FOR ANYTHING!
- I'M A CREATIVE FORCE!
- I LOVE TO PLAY!
- I WONDER WHAT WILL HAPPEN?
- I BELIEVE I CAN CHANGE!

CROSS THE THRESHOLD

You are the hero of your story and at some point you have to make a change so that your adventure can truly begin.

At the end of your life, you want to look back and say "I left nothing behind. I gave it my all. I did everything I wanted to do and I showed up as my Heroic self with all my capabilities, skills and intentions. And it toppled dominoes, which changed my life in extraordinary, unpredictable ways."

Cross the threshold and start your quest!



1 KEY TAKEAWAY

When you don't know if you can truly show up and give it your all... or if you keep crumbling under pressure, call on the superhero within.

This is another version of yourself who has complete confidence and fearlessness. It's the version of you who never lets doubt and a lack of self-belief get in the way. You have prepared them with the knowledge and skills, now let them shine.

Over time and with practice, you and your Alter Ego will begin to emerge. As actor Cary Grant said, "I pretended to be somebody I wanted to be until finally, I became that person. Or he became me."



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