

Hello Alter Ego
Challenging Your Inner Hero to Power Confidence and Combat Imposter Syndrome

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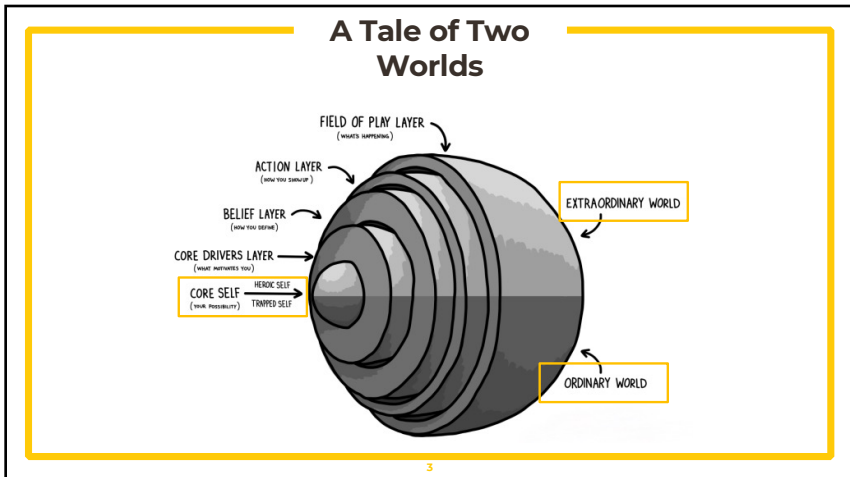
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THE ALTER EGO EFFECT

THE POWER OF SECRET IDENTITIES TO TRANSFORM YOUR LIFE

TODD HERMAN

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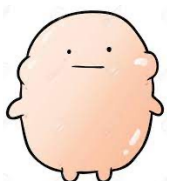


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Imposter Syndrome — The Enemy



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HELLO!



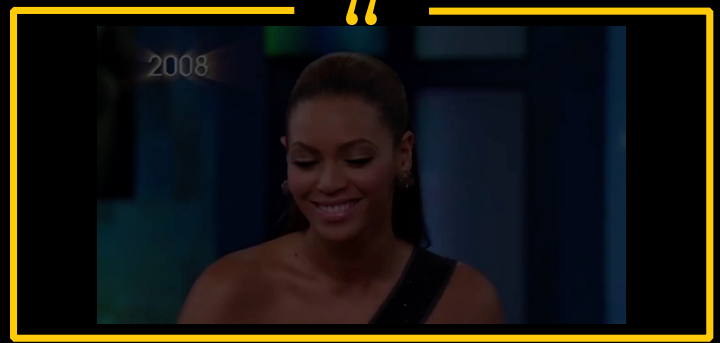
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What do we have in common?



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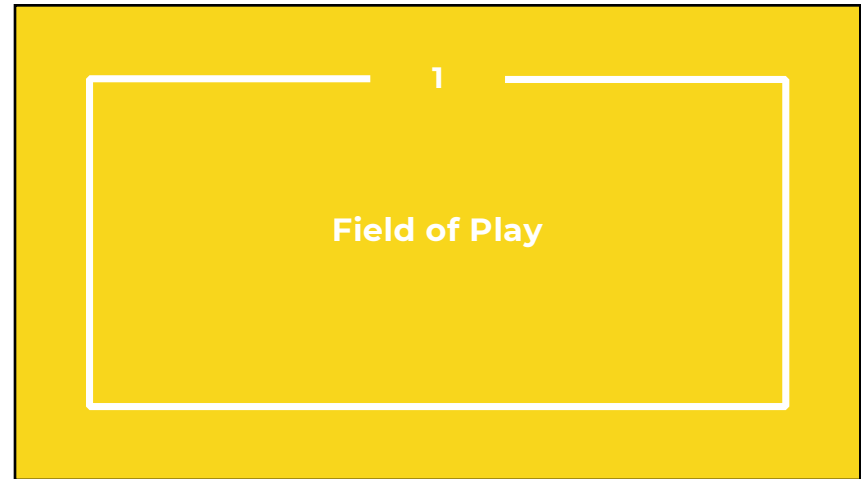
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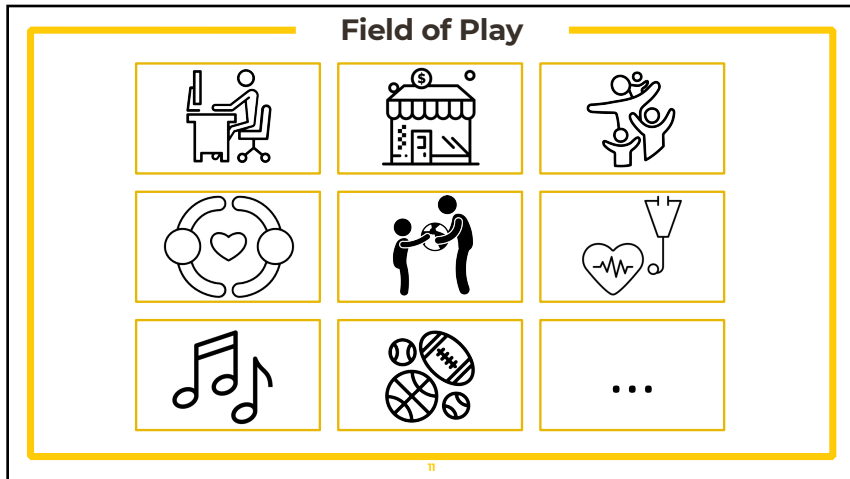
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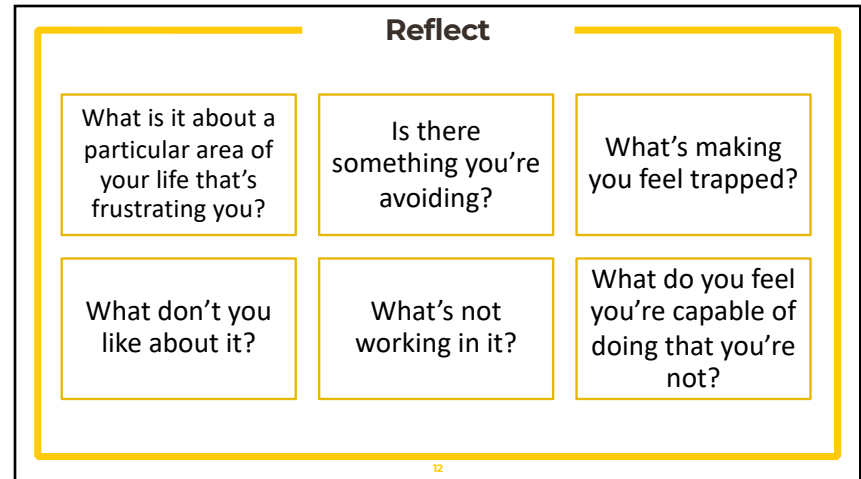
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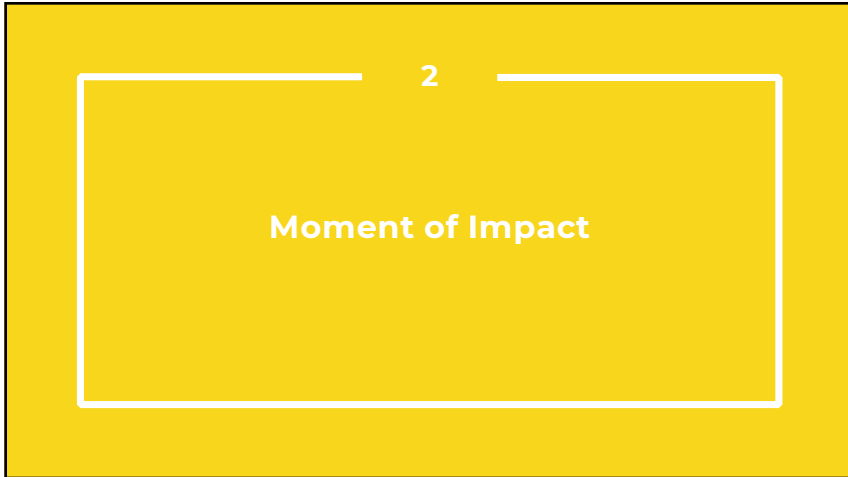
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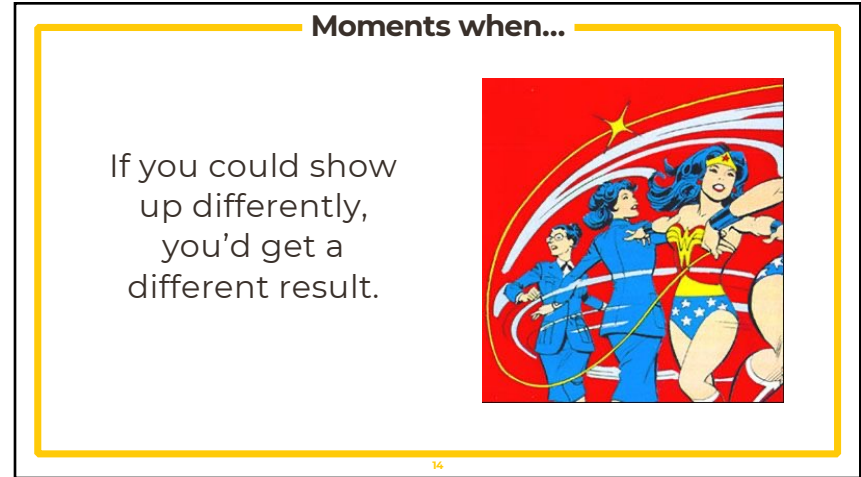
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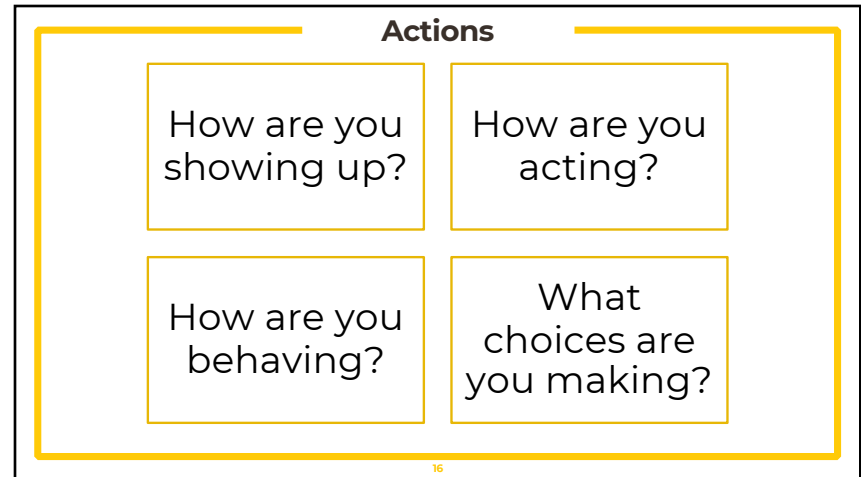
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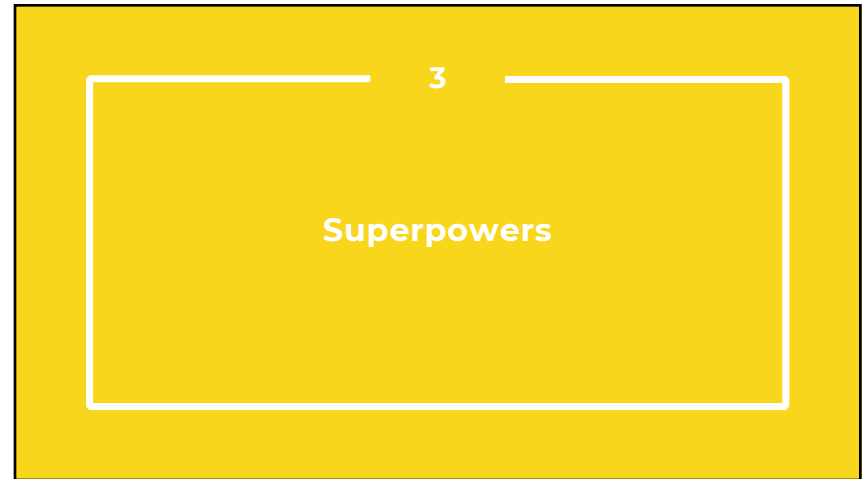
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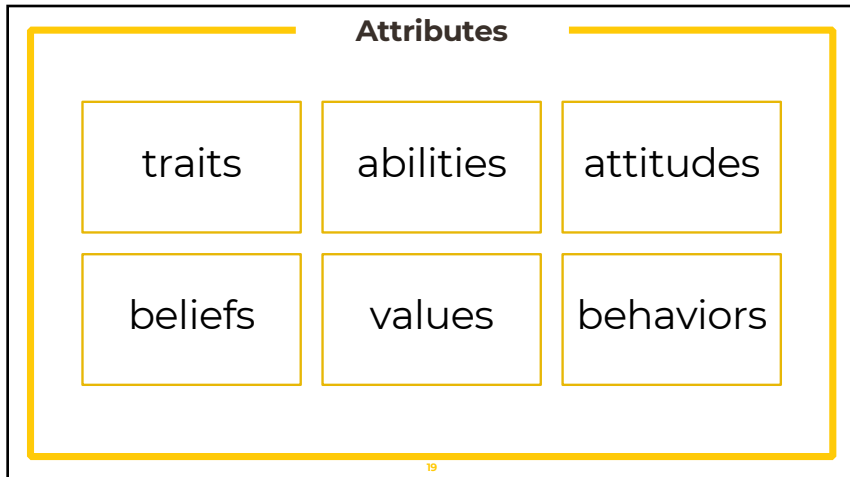
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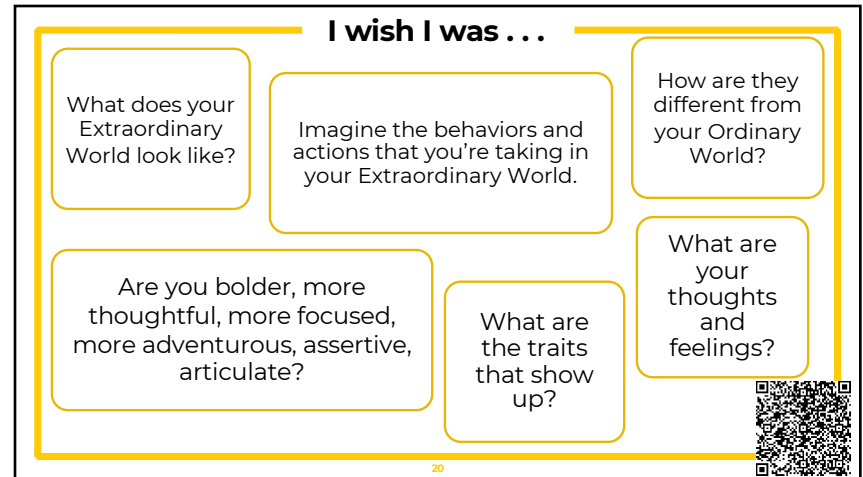
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Choose Your Alter Ego

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Character Traits

tv movie	literary characters	superheroes	someone you know
cartoon anime	entertainers	historical figures	
animals	abstract concepts or items	athletes	



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5

**Breathe Life Into Your
Alter Ego**

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**Name Your
Alter Ego**


<p>emotional connection</p> <p>connection to your Superpowers</p>	combine 2+ sources of inspiration <i>Wonder Marvel</i>	animal/object + your name <i>Dwayne "The Rock" Johnson</i>
	title (king, queen, lord, wizard, champion) <i>Carrie, Queen of MedHub</i>	fictional name + adjective <i>Sasha Fierce</i>
	Superhero / character name + your name <i>Michelle Kerouac</i>	

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Choose a Totem or Artifact


Something you wear



Something you carry with you



Something connected to the Field of Play



Embodies your Alter Ego's Superpowers, its Origin Story, and its mission

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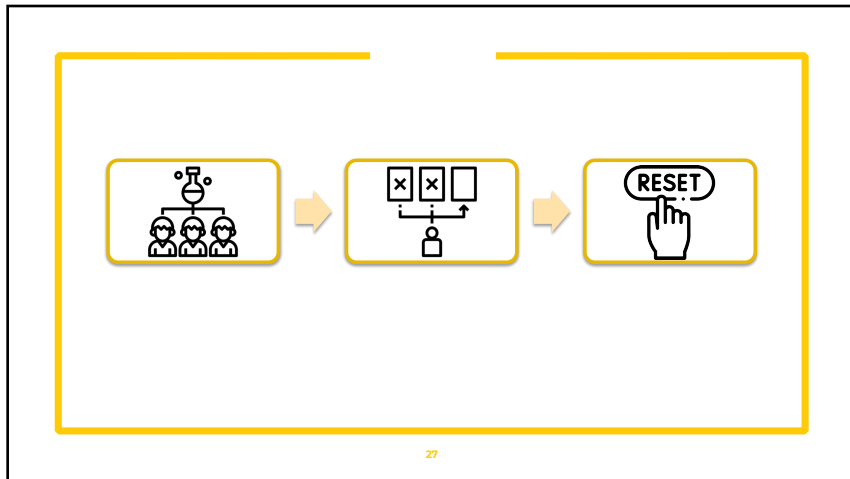
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Activate

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"I pretended to be somebody I wanted to be, and I finally became that person. Or he became me. Or we met at some point."
 ~ Cary Grant

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Adaptable
Adventurous
Affable
Affectionate
Agreeable
Ambitious
Amiable
Amicable
Amusing
Badass
Brave
Bright
Broad-Minded
Calculating
Calm
Careful
Charming
Collected
Communicative
Compassionate
Competitive
Complete
Confident
Conscientious
Considerate
Consistent
Controlled
Cool
Courageous
Courteous
Creative
Deadly
Decisive
Determined
Diligent
Diplomatic
Disciplined
Discreet
Dynamic
Easygoing
Emotional
Energetic
Enthusiastic
Extroverted

Exuberant
Fair-Minded
Faithful
Fearless
Fierce
Fiery
Flamboyant
Flexible
Fluid
Forceful
Frank
Friendly
Funny
Generous
Gentle
Giant
Gifted
Good
Gregarious
Hardworking
Helpful
Honest
Humorous
Imaginative
Impartial
Independent
Intellectual
Intelligent
Intuitive
Inventive
Kind
Light
Loved
Loving
Loyal
Mighty
Modest
Mysterious
Neat
Nice
Optimistic
Organized
Passionate
Patient

Persistent
Pesky
Pioneering
Philosophical
Placid
Plucky
Polished
Polite
Powerful
Practical
Proactive
Quick-Witted
Quiet
Rational
Reliable
Reserved
Resourceful
Sensible
Shadowy
Sincere
Slippery
Sociable
Spirited
Straight
Strong
Swift
Sympathetic
Systematic
Thoughtful
Tall
Tidy
Tight
Tough
Tricky
Unassuming
Understanding
Velvety
Versatile
Vicious
Warmhearted
Willing
Witty



MOMENTS OF IMPACT

MOMENT OF IMPACT

PERSONAL LIFE

Parenting

Children can be such a joy, and with all good things, they come with plenty of challenges. Some parents find that how they respond when their child is having a meltdown is a Moment of Impact. Others rely on an Alter Ego during teachable moments and difficult conversations.

Financial stress

When money is tight, it may be time for an Alter Ego to step in. They can help manage budgets, deciding whether or not an item should be purchased, talk through financial decisions and investments, pay bills, find more ways to make money, etc.

Major Decisions

Life is a series of decisions, but some decisions have a massive impact on the course of one's life. In these situations, an Alter Ego can help make a decision that feels right.

Transitions

Life's big transitions can be disorienting, and this means they're a perfect time for an Alter Ego who thrives in uncertain situations to step in to help out. This can include transitions like moving, new relationships, becoming a parent, entering a new phase of life, breakups and separations, new jobs, major changes in health, retirement, empty nesting, and more.

Spirituality

Spirituality plays a major role in some people's lives. In crises or difficult times—or in a period of spiritual exploration—an Alter Ego can help maintain grounding in one's belief system.

Comparisonitis

Regardless of level of success, comparisonitis can strike anyone. When impostor syndrome rears its head, it's time to call on an Alter Ego who can rebuild confidence and belief – even when faced with social media brag-fests, high-performing colleagues, seemingly perfect parents, or other triggers.

Emotional stress

In the wake of grief, numbness, anger, overwhelm, burnout, fear, self-criticism, or frustration, an Alter Ego can help navigate periods of emotional stress and re-establish a sense of balance and serenity.

Health

Some find it helpful to turn to an Alter Ego when attempting to improve their health. This can include physical health (illness, injury, weakness, chronic disease, etc.) or mental health (anxiety, depression, eating disorders, etc.).

Loss of job

While the loss of a job can lead to financial stress, that's often just the tip of the iceberg. Calling on an Alter Ego may help with tough moments, like filing for unemployment, applying to new positions, altering a personal budget, attending networking events, asking for help, and more.

Partnerships

No matter how solid the relationship, it can be helpful to have an Alter Ego waiting in the wings to help with tough moments between partners. This can include arguments, reduced intimacy, transitions, breaches of trust, long-distance relationships, income discrepancies, mismatched priorities, and others.



MOMENTS OF IMPACT

MOMENT OF IMPACT

SPORT

High-stakes games

From playoff games and championships to tournaments and matches against rival teams or players, some playing environments are intrinsically more challenging than others. High expectations are placed on athletes and coaches to perform at their highest level, and this can require an Alter Ego to show up in full force during important plays and scoring opportunities.

Injury or illness

It's an unfortunate reality that players sometimes suffer injuries, illness, or exhaustion that keeps them from performing at their peak level. When these situations arise, they often add to an athlete's stress. By stepping into an Alter Ego, an athlete can activate the healing powers of a superhero alter ego, find another gear and push past mental limits on your physical capabilities, move into 'super-rest and super-recovery' mode so you can get back to peak health.

Complex strategies

From memorizing plays to studying an opponent, many athletes must maintain complex strategies in their memory. This can be a time for an analytical or detail-oriented Alter Ego to support this process.

Social stress

When athletes play before spectators, social pressure can set in. A crowd of cheering, booing, noisy fans—plus announcers detailing every move and even televised audiences—can cause a high level of stress for players. Alter Egos may help them tune out the noise and social pressure and focus on the Field of Play.

Public interactions

Athletes experience a number of public interactions in which an Alter Ego can be useful, including interviews, fan interactions, press opportunities, charity work, school visits, and speaking engagements.

Distraction

Distractions can come in many forms for athletes, as well as other high-performers. These can include physical distractions (uncomfortable uniform, equipment in need of repairs, weather, injury, spectators, etc.) and emotional distractions (grief, anger, shock, frustration, etc.). By tapping into an Alter Ego, athletes can regain their focus.

Playing conditions

Not all playing environments are ideal for athletes. For instance, there may be slippery and wet surfaces, extremely hot or cold temperatures, strong winds, or low sun. Additionally, facilities may be subpar, noisy, or cramped. In difficult playing conditions, calling on an Alter Ego may help an athlete succeed.

Financial pressure

Regardless of sponsorships, salaries, or bonuses, athletes may feel financial pressure at times in their career. The cost of coaching, equipment, travel, and other expenses can weigh heavily on sports figures. Alter Egos can help them navigate significant expenses and financial pressures with as much finesse as they demonstrate while competing.

Team Communication

Moments of collaboration and teamwork are a given for many sports, before, during, and after the game. During the times when teammates need leadership and focus, an Alter Ego can help players show up as a dependable asset to the team.

Endurance

Often, solo athletes, such as rock climbers, surfers, cyclists, or distance runners, find themselves in positions where they must persevere in spite of extreme odds — and unlike those in team sports, they must do so alone. An Alter Ego will help them move forward and maintain focus, even when exhaustion sets in.



MOMENTS OF IMPACT

MOMENT OF IMPACT

BUSINESS

Sales calls

Some business owners may find that starting the call in a comfortable, personable manner is a challenge, while others may discover that asking for the sale is a struggle. With an Alter Ego in place, these can become powerful moments that move business forward.

Public speaking

From a local networking event to a major conference or TED Talk, entrepreneurs the National Social Anxiety Center reports that public speaking is the most common phobia, and entrepreneurs who face it would do well to identify what about the activity scares them. From there, they can call on their Alter Ego to help them navigate those particular moments or triggers, including writing a speech, choosing clothes, waiting or anticipating stepping on stage, the act of stepping on stage itself, bright lights, looking at an audience, fear of tech glitches, making an ask from stage, or others.

Team management

Business owners benefit greatly from the support of a team, but there are times when an Alter Ego can come into play. These times include salary negotiations, interviews, lay-offs, mediations, employee reviews, and difficult discussions.

Overwhelm

Overwhelm tends to strike when time management skills are poor or life throws a curveball. When there are many irons in the fire, an Alter Ego can help manage the stress and keep professionals on task.

Media attention

Whether it's standing in front of a television camera, being interviewed for a podcast, or putting together an article for a publication, addressing media attention can call for an Alter Ego to maintain confidence and ensure follow-through.

Networking

Similar to the fear of public speaking, networking activities and events can spark social anxiety and phobias. When business high achievers step into their Alter Ego, they can ease the process, from a handshake and elevator pitch to follow-ups and next steps.

Collaborations

When businesses enter into collaborations, this comes with plenty of opportunities – and challenges. From contract negotiations to follow-through, an Alter Ego can help keep the joint effort a win-win for all parties.

Customer service

Successfully managing customer relationships can come with difficult conversations to maintain boundaries, tough choices to do what's best, and a generosity of time and energy to make customers feel appreciated. The right Alter Ego can make the process easier.

Cashflow

Whether a business is flush on cash or scraping the bottom of the barrel, unusual cashflow can call for an Alter Ego. When there is a surplus, an Alter Ego can help prevent poor financial decisions. When the reserves are low, the Alter Ego can rebuff self-doubt, the rise of impostor syndrome, or the justification of taking on clients who are a poor fit.

Unmet expectations

When the "actual" revenue line item is under the "expected" amount, a professional development program fails to deliver on its promises, a contractor completes subpar work, or any number of other scenarios, high achievers in business struggle with unmet expectations. They can call on the help of their Alter Ego to get through tough conversations and situations.



CHARACTER TRAITS

If you need help generating ideas for your alter ego, the ideas on the following pages will help get the wheels turning so you can identify your perfect secret identity.

As you peruse each list, consider the challenges of your specific field of play; chances are, you're wanting to build out an alter ego that can respond to them, but remember this list is far from exhaustive and each person can see something different in an individual, character, or object.

Your Alter Ego may even live in someone you know personally. Think about your family, friends, mentors, teachers, colleagues, and classmates. These individuals may provide you with the inspiration you need to step onto the Field of Play with confidence. Remember, none of these descriptions is written in stone, and thanks to the power of perception, you bring your own unique angle and interpretation.

TV & MOVIE CHARACTERS

Spock (Star Trek)

The first officer of the Starship Enterprise, Spock is known for his calm, logical, and stoic nature.

James Bond (James Bond)

The hero of dozens of spy-themed adventures, James Bond is strong, independent, and capable.

Rocky (Rocky)

When faced with the seemingly impossible task of boxing the world heavyweight champion, Rocky Balboa meets the challenge with perseverance, heart, and determination.

Barney Stinson (How I Met Your Mother)

Self-assured and confident, Barney Stinson always knows what to say.

Indiana Jones (Indiana Jones)

Archaeologist and professor Indiana Jones is well-known for his intelligence, bravery, and adventurous spirit.

Leslie Knope (Parks and Recreation)

Undaunted and optimistic, Leslie Knope tackles the red tape and bureaucracy of government with unceasing cheer.

Princess Leia (Star Wars)

An agent of the Rebel Alliance, Leia remains level-headed in a crisis, often relying on her strong will and blunt nature.

Buffy (Buffy the Vampire Slayer)

While balancing high school and vampire slaying, Buffy shows up as a natural leader who is stubborn and empathetic towards others.

Rory Gilmore (Gilmore Girls)

Thoughtful, creative, and intelligent, Rory Gilmore is always ready with a quick quip or clever banter.

Xena (Xena: Warrior Princess)

Undaunted by any number of challenges, Xena is well known for being fearless, decisive, and honest.



CHARACTER TRAITS

LITERARY CHARACTERS

Sherlock (Sherlock Holmes)

Insightful, intelligent, and driven, detective Sherlock Holmes can solve any mystery he faces.

Harry Potter (Harry Potter)

Armed with loyalty, bravery, and determination, Harry Potter leads the charge in defeating the Dark Lord.

Gandalf (The Lord of the Rings)

The wizard Gandalf is often depicted as wise, patient, and cunning. He's a powerful mentor and a magical force to be reckoned with.

Atticus Finch (To Kill a Mockingbird)

This compassionate lawyer approaches conflict with honor, dignity, and respect. He's level-headed and calm under pressure.

Holden Caulfield (Catcher in the Rye)

While often cynical and guarded, Holden is intelligent and has a rebellious streak.

Alice (Alice in Wonderland)

When whisked away to a world of whimsy, Alice approaches the unexpected situation with curiosity, generosity, and playfulness.

Katniss Everdeen (The Hunger Games)

Forced to risk her life against her will, Katniss channels her anger and sense of loyalty into a force for innovation and compassion, ultimately becoming a figurehead and leader.

Arya Stark (A Song of Ice and Fire)

Headstrong and rebellious, Arya defies traditional norms and uses intelligence and conviction to survive numerous trials.

Nancy Drew (Nancy Drew)

Despite her youth, Nancy Drew solves numerous mysteries by relying on her resourcefulness, creativity, and energetic nature.

Elizabeth Bennet (Pride and Prejudice)

Playful, smart, and witty, Elizabeth Bennet is determined to marry for love, rather than necessity.





CHARACTER TRAITS

SUPER HEROES

Iron Man / Tony Stark (Marvel Comics)

A billionaire inventor and weapons builder, Tony Stark's superhero persona, Iron Man, is every bit as innovative, charismatic, and quick-witted as he is.

Wolverine (X-Men, Marvel Comics)

Despite a temper that often leads to fits of rage, Wolverine displays a deep loyalty for those he can trust.

Batman (DC Comics)

While Bruce Wayne is often characterized as a wealthy socialite, Batman is a mysterious loner, who uses his intelligence, drive, and resources to fight crime.

Wonder Woman / Diana (DC Comics)

A strong warrior and princess of the Amazons, Diana is an empathetic and honest person with a strong sense of righteousness and courage.

Captain America (Marvel Comics)

With a strong moral compass, Captain America is respectful and modest – as well as patriotic, of course.

Jessica Jones (Marvel Comics)

Known for her blunt, cynical nature, Jessica Jones is incredibly strong and resilient, as well as guarded.

Deadpool (Marvel Comics)

Unpredictable and often hilarious, Deadpool keeps his eyes on the prize and always keeps his enemies guessing.

Mystique (X-Men, Marvel Comics)

With the ability to shapeshift, Mystique is often seen as mysterious and enigmatic. She's also intensely loyal and sometimes impulsive.

Black Panther (Marvel Comics)

Quiet and insightful, Black Panther displays a controlled confidence, sharp discipline and a ruthlessness when it comes to protecting what is important to him.

Hulk (Marvel Comics)

When Robert Bruce Banner loses his temper, watch out. He transforms into the Hulk: an unstoppable force of destruction, and nothing will stand in his way.

Wonder Woman



Black Panther





CHARACTER TRAITS



CARTOON AND ANIME CHARACTERS

Lilo Pelekai (Lilo and Stitch)

Upbeat, creative, and full of energy, Lilo is accepting and incredibly loyal to family.

Steven Universe (Steven Universe)

With a strong moral compass, Steven Universe is empathetic and kind, and he's always encouraging others to do what is right.

Jerry Mouse (Tom & Jerry)

Always on the run from Tom the cat, Jerry is quick-thinking and cunning. His intelligence allows him to escape danger.

Edward Elric (Full Metal Alchemist)

Strong-willed and loyal, Edward is protective over those he loves, particularly his brother, and would do anything for them.

Belle (Beauty and the Beast)

Characterized as a dreamer, Belle often seeks out books in her search for adventure. She's far from quiet, though. Unconventional and outspoken, Belle is never afraid to share what she's thinking.

Moana (Moana)

Ready to face any challenge, Moana is headstrong and stubborn, with a deep appreciation for culture and tradition.

Turanga Leela (Futurama)

Self-reliant and friendly, Leela stands up for her beliefs and is unafraid to take action when necessary.

Carl Frederickson (UP)

While he'll never be described as friendly or warm, Carl's undeterred focus, sense of adventure, and hidden (but very present) empathy for others makes him a memorable, if a bit grumpy, choice of Alter Ego.

Aang (Avatar: The Last Airbender)

Non-violent and kind, Aang is a fun-loving character who tries to reason and find peace before fighting.

Buzz Lightyear (Toy Story)

A courageous and dedicated leader, Buzz Lightyear is sometimes impulsive, but always has a keen sense of right and wrong.

Moana



Buzz Lightyear





CHARACTER TRAITS



ENTERTAINERS

Jerry Seinfeld

Stand-up comedian Jerry Seinfeld is known for being quick-witted, sarcastic, and understated in his humor.

Denzel Washington

Actor, director, and producer, Denzel Washington is well-known for being a positive, upbeat, and inspiring man who makes friends easily.

Dwayne Johnson

While he began his career as a professional wrestler, Dwayne "The Rock" Johnson has become a well-known actor, revered for his determination, sense of humor, and athleticism.

Beyoncé Knowles-Carter

Singer, songwriter, and dancer, Beyoncé is a captivating performer and an outspoken activist.

Freddie Mercury

Often ostentatious, but also deeply empathetic, Freddie Mercury's legacy is one of unstoppable showmanship, out-of-the-box creativity, and energetic performances.

Audrey Hepburn

Altruistic, humble, and hard-working, Audrey Hepburn has become a fashion icon.

Oprah Winfrey

With a keen entrepreneurial sense, Oprah Winfrey is persistent, ambitious, and remains true to her values.

Emma Watson

Intelligent and outspoken, actress Emma Watson (most well-known for her role as Hermione in the Harry Potter series) is an activist who is unafraid to speak her mind.

Mindy Kaling

Comedian, writer, and actress, Mindy Kaling is known for her self-confidence, humor, and bravery.

Spike Lee

As a film director, Spike Lee exhibits many qualities associated with artists, such as creativity, candidness, and determination.



Dwayne Johnson



Oprah Winfrey



CHARACTER TRAITS

HISTORICAL FIGURES

Winston Churchill

One of the world's most renowned political figures, Winston Churchill was a strong leader with the willingness to take risks, be forthright, and persevere against all odds.

Rosa Parks

A powerful voice for Civil Rights, Rosa Parks is known for her bravery, determination, and integrity.

Napoleon Bonaparte

As the first Emperor of France, Napoleon is remembered for his ambition, dedication, and a willingness to do what must be done to succeed.

George Washington

The first president of the United States and renowned general, George Washington is remembered for his humble nature, strategic mind, and moral compass.

Mahatma Gandhi

Leader of the Indian independence movement, Gandhi is known for his unassuming but determined nature, ability to forgive, resilience, and for promoting love over hate

Joan of Arc

A young woman of deep faith and incredible bravery, Joan of Arc is remembered as a fierce warrior who led armies and defied stereotypes.

Martin Luther King Jr.

Baptist minister and one of the most well-known names in the American Civil Rights Movement, Martin Luther King Jr. is remembered for nonviolence, intelligence, and empathy.

Elizabeth I

Strong-willed and intelligent, Elizabeth I is a celebrated leader who reigned over England in the 1500s.

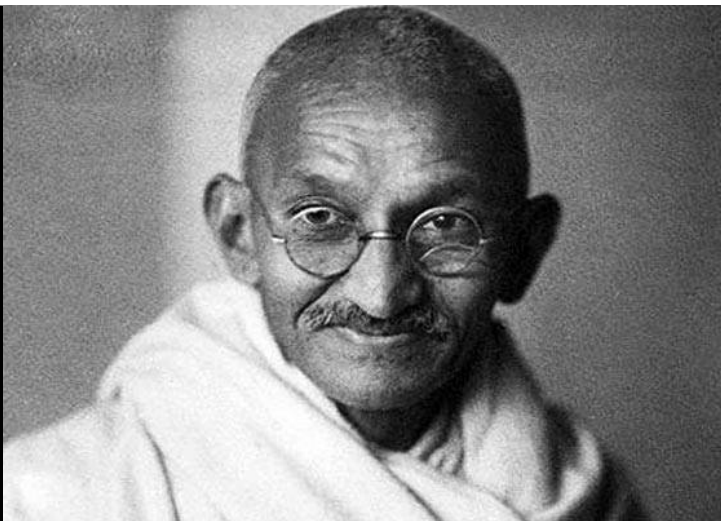
Marie Curie

The first woman to win a Nobel Prize, Marie Curie is known to have been an incredibly intelligent and resilient, believer in the power of her work to change the world for the better.

Amelia Earhart

Undeterred by stereotypes and limitations, Amelia Earhart is known for being a courageous, motivated, and determined airplane pilot.

Mahatma Gandhi



Amelia Earhart





CHARACTER TRAITS

ANIMALS

Wolf

The wolf is seen in some cultures as a symbol of loyalty, trust, and family.

Lion

While a lion may represent many things, this “king of the jungle” is commonly thought of for its strength, courage, and leadership.

Turtle

Slow and steady, the long-lived turtle often is seen as a symbol of wisdom, endurance, and patience.

Bear

The bear is often used as a warrior’s symbol; one of strength, power, and bravery.

Bee

Living among its kind in giant hives, the bee has come to symbolize community, working together, and celebration.

Peacock

This bold creature is often used to represent self-confidence, leadership, and optimism.

Dolphin

Intelligent and fun-loving, the dolphin represents self-confidence, playfulness, and humor.

Hawk

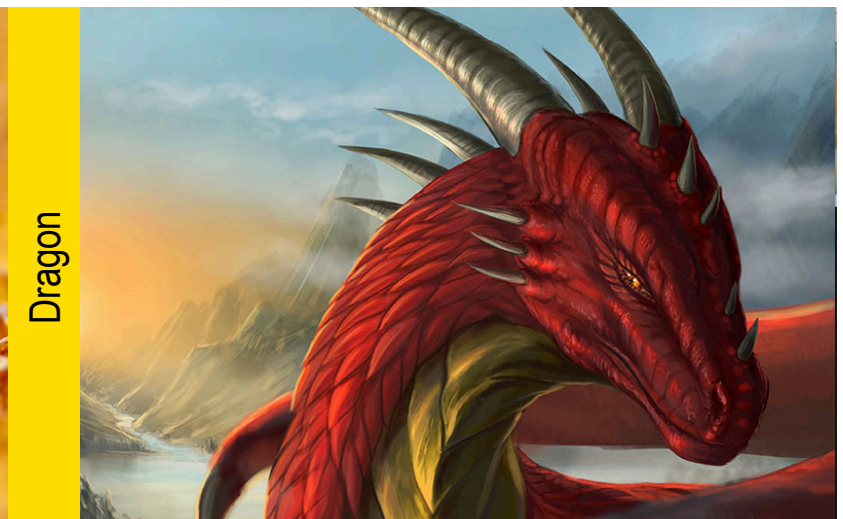
With its top-down view of the world, the hawk is known for its insight. Some cultural traditions also associate the hawk with protection from enemies.

Unicorn

The mythological unicorn tends to be a symbol for innocence, chastity, and uniqueness.

Dragon

Another mythological creature, the dragon has appeared in East Asian cultures as a symbol of power, luck, and strength.





CHARACTER TRAITS



ABSTRACT CONCEPTS OR ITEMS

Machine

Machines can include the strength of freight train, steadfastness of a clock, the super-intelligence of a computer, and more.

Element

Elements include the flexible wind, refreshing and cleansing water, firm and steadfast earth, and passionate fire.

Emotion

From joy to anger to anticipation, Alter Egos can be fashioned after a singular emotion when stepping onto the Field of Play.

Location

Different locations can inspire different identities, such as an awe-inspiring mountain top, a down-to-earth library, a mysterious desert island, or an industrious factory.

Idea or Concept

Alter Egos can embody certain ideas, such as beauty, mystery, peace, or war.

Ability

Adapting certain abilities can help focus an Alter Ego, such as freeing flight, powerful strength, and distancing force fields.

Characteristic or Trait

Alter Egos may be distilled down to a single characteristic, such as determination, warm-heartedness, devotion, or self-control.

Value

Some Alter Egos represent a value, such as loyalty, empathy, hard work, intelligence, or honor.

Archetype

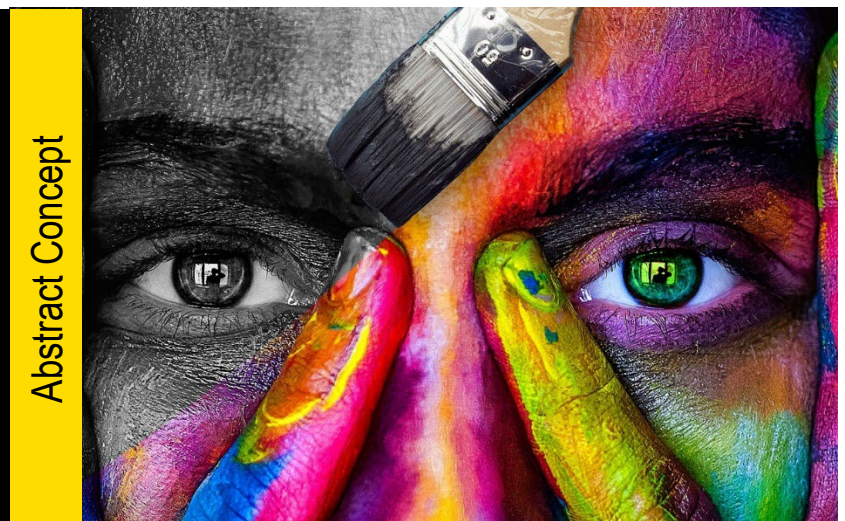
Instead of a specific character from an existing story, Alter Egos can represent an archetype such as the hero, rebel, villain, jester, leader, or sage.

Alignment

A common method of defining the moral compass of a character in role-playing games, an Alter Ego may be lawful, neutral, or chaotic iterations of good and evil.



Air, Water, Fire, Earth



Abstract Concept



CHARACTER TRAITS

ATHLETES

LeBron James (Basketball)

One of the most prominent basketball players of his generation, LeBron James never shies away from the spotlight and is known for his strong leadership skills and ability to work well in a team.

Tom Brady (Football)

Quarterback for the New England Patriots, Tom Brady is known for being a strong leader with an upbeat personality who advocates for his team.

Tony Hawk (Skateboarding)

Outgoing, cheerful, and motivational, Tony Hawk inspires others to succeed.

Pelé (Soccer)

Brazilian soccer star and legend, Pelé is remembered for his ability to improvise, unparalleled skill, and upbeat attitude.

Muhammad Ali (Boxing)

Boxing champion Muhammad Ali is known for his courage and physical prowess in the ring, as well as his generosity and humility outside of it.

Serena Williams (Tennis)

The world's leading name in tennis, Serena Williams is unapologetic, fierce, and competitive.

Ken Shamrock (MMA)

One of the most well-known names in MMA fighting, Ken Shamrock is known for his perseverance, dedication, and tenacity.

Simone Biles (Gymnastics)

Down-to-earth, realistic, and with a dry sense of humor, Simone Biles is one of the most decorated female gymnasts in the world.

Lynn Hill (Rock Climbing)

As the first woman to ever climb The Nose of El Capitan without ropes, Lynn Hill can be looked to as someone who defies norms, with a sense of commitment and fearlessness.

Bianca Valenti (Surfing)

An environmentalist and activist for gender equality in surfing, Bianca Valenti is passionate, courageous, and committed to the causes she represents.

