



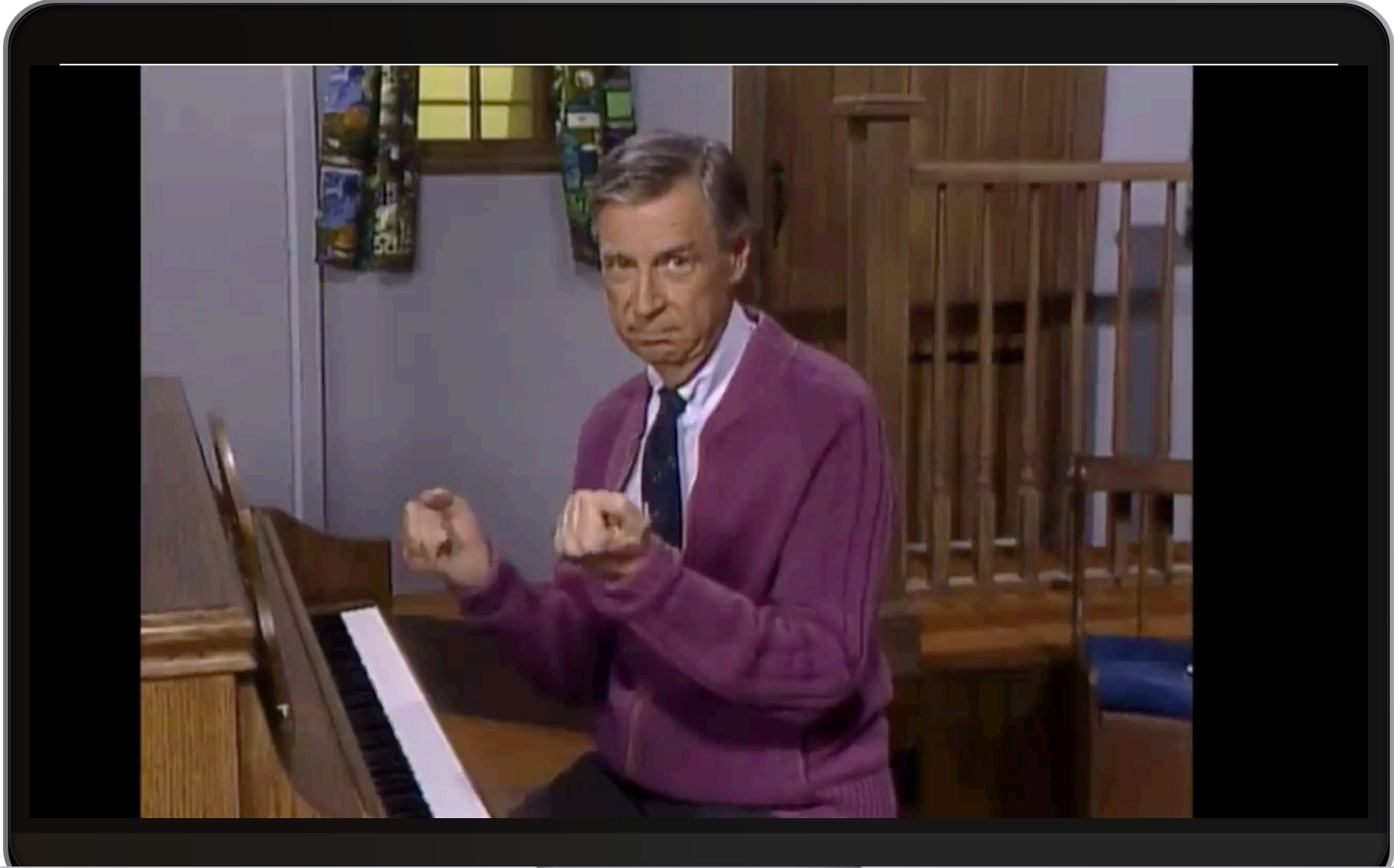
# THE ALTER EGO EFFECT:

HOW THE WORLD'S ELITE USE  
THEIR MIND TO WIN DAILY

**TODD HERMAN**



**MR ROGERS & DANIEL TIGER**





**INSPIRED MILLIONS OF CHILDREN  
OVER 40+ YEARS... LOVED &  
REVERED... SAVED PBS &  
MOTIVATED CONGRESS TO  
CONTINUE FUNDING.**

***"IT WOULD BE HARD FOR ME AS AN ADULT TO SAY,  
'I'M SCARED'. BUT DANIEL COULD SAY IT.***

***THE DISTANCE BETWEEN WHAT I WANTED TO SAY,  
AND WHAT DANIEL COULD SAY, DOESN'T LOOK VERY  
FAR... BUT I CAN TELL YOU IT WAS VERY SELF-  
EFFICACIOUS."*— MR. ROGERS**

***"Daniel was the real Fred."  
— Mrs. Rogers***

**HAVE YOU EVER  
HEARD OF THE  
STROOP TEST?**



**YELLOW RED GREEN BLUE**  
**PINK BLACK PURPLE WHITE**  
**BROWN RED BLUE ORANGE**



# **THE POWER OF A WHITE COAT**



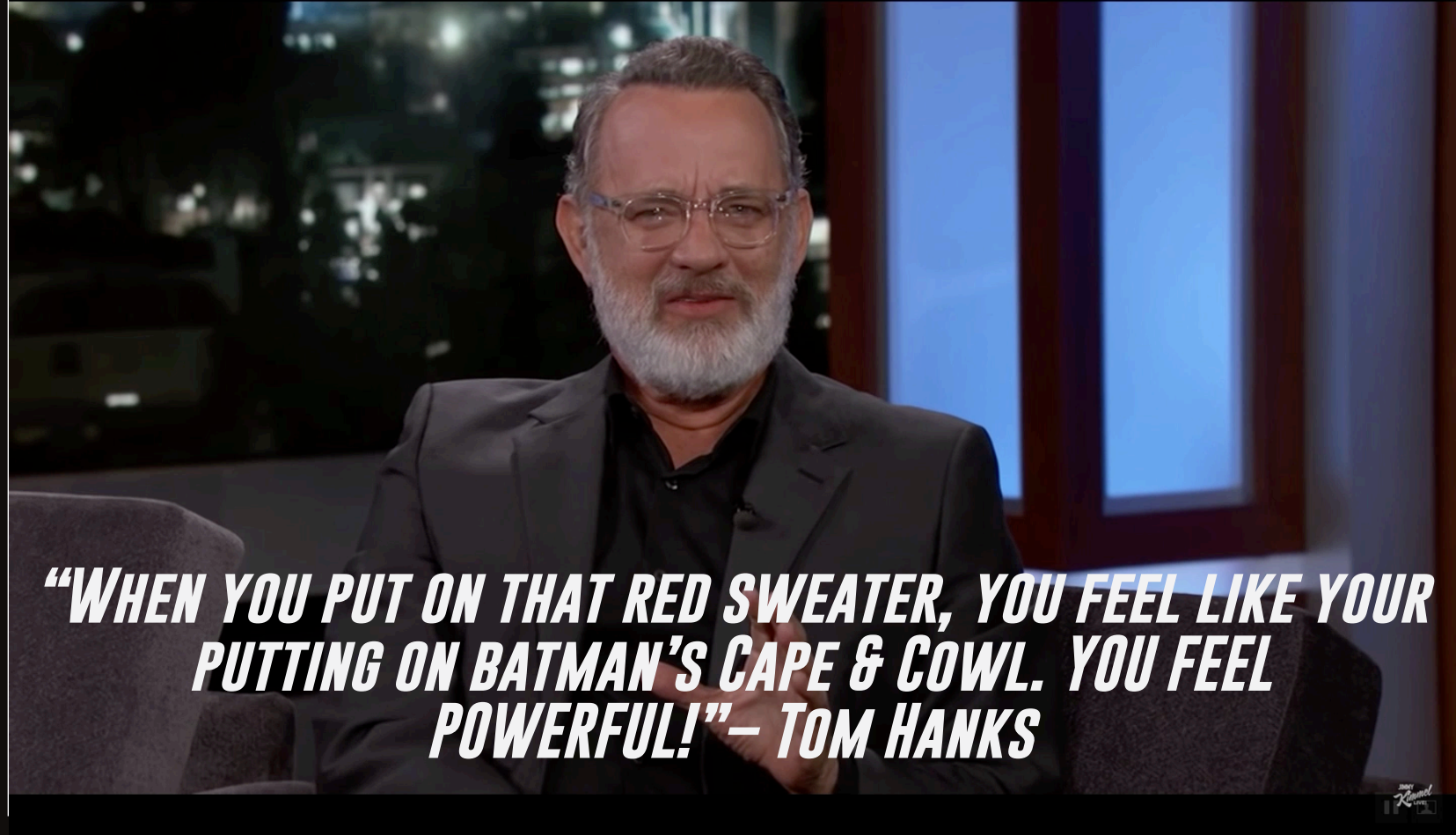


**WHY IS THAT?**

**HUMAN BEINGS** ALWAYS ACT THROUGH  
**WHATEVER THEY ASSOCIATE**  
**THEMSELVES WITH - YOUR IDENTITY**  
**SHAPES YOUR** *reality.*

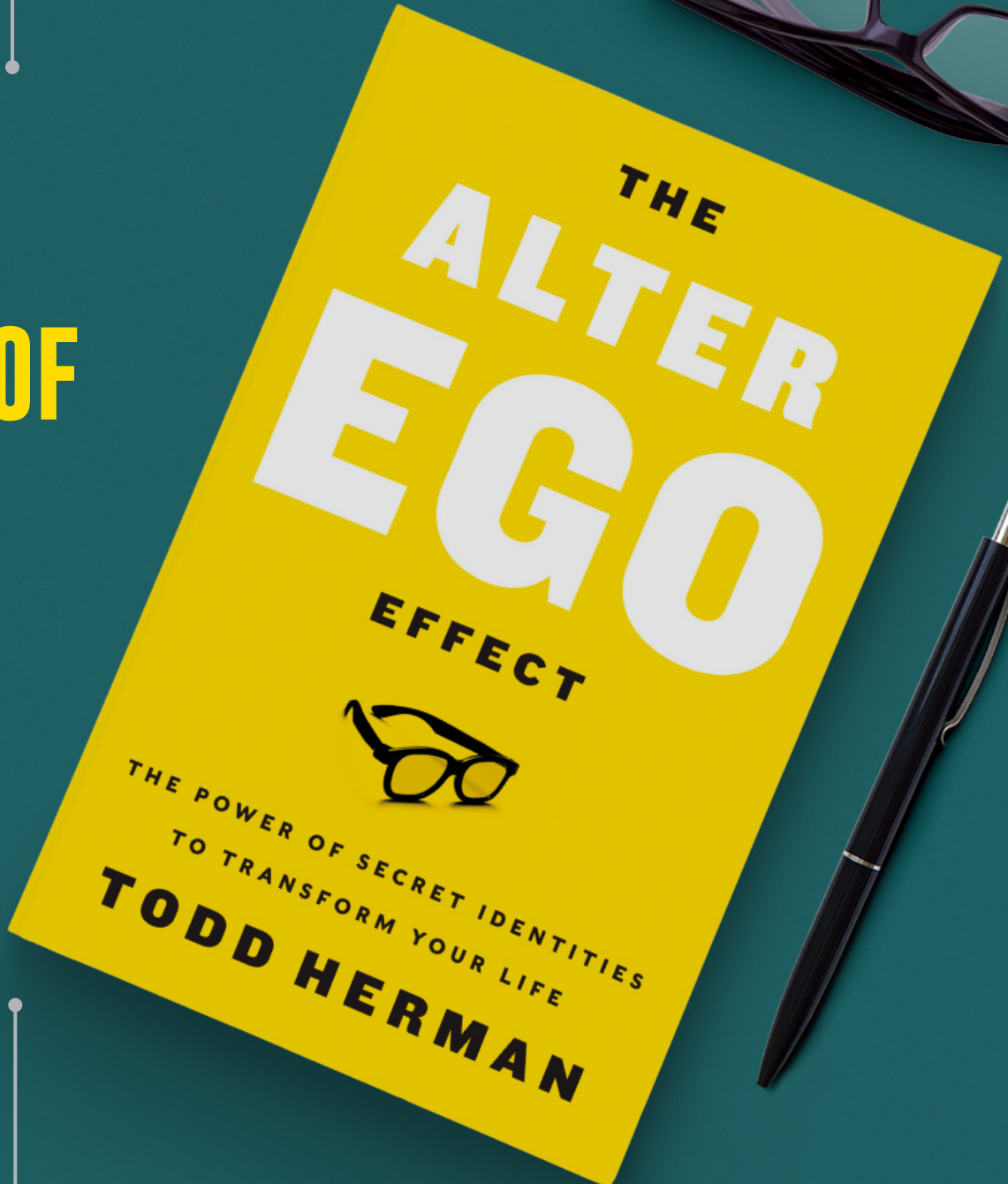


# TOM HANKS & THE RED SWEATER



***“WHEN YOU PUT ON THAT RED SWEATER, YOU FEEL LIKE YOUR PUTTING ON BATMAN’S CAPE & COWL. YOU FEEL POWERFUL!” – TOM HANKS***

**PART OF THE PROCESS OF  
BUILDING A  
SUPER *self***



#ALTERGOEFFECT



**TODD HERMAN**  
HERMAN GLOBAL PERFORMANCE



**YOUR ALTER EGO**  
FINDING INSPIRATION TO IMPROVE YOUR LIFE



**WHAT IS AN ALTER EGO?**



**CICERO**

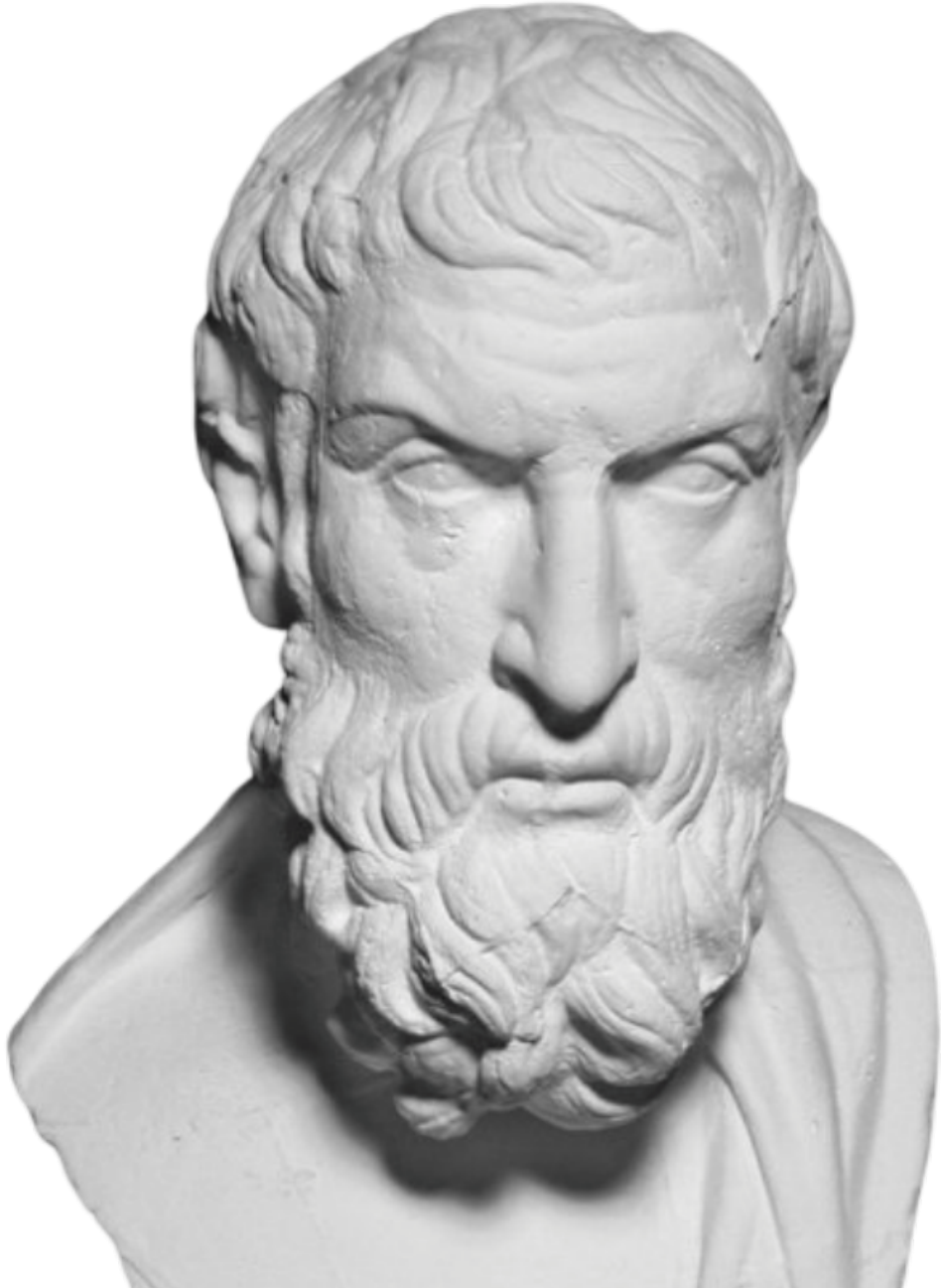


***“THE ALTER EGO, IS THE ‘OTHER I’ OR  
‘TRUSTED FRIEND WITHIN.’***

**- *CICERO, ROMAN STATESMAN  
& PHILOSOPHER***



**EPICTETUS**

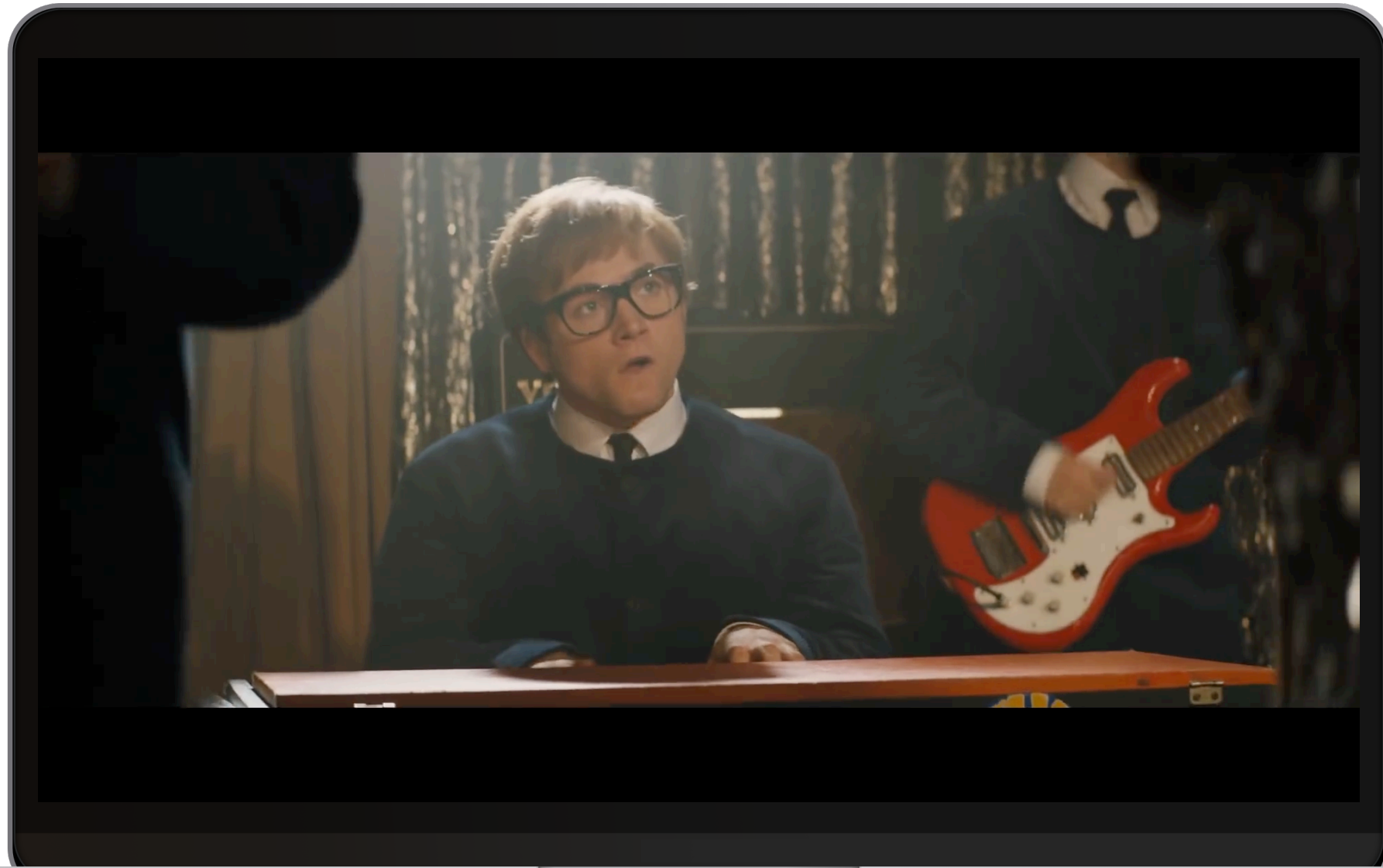


***“INVOKe THE CHARACTERISTICS OF THE PEOPLE YOU ADMIRE MOST AND ADOPT THEIR MANNERS, SPEECH, AND BEHAVIOR AS YOUR OWN. THERE IS NOTHING FALSE IN THIS. WE ALL CARRY THE SEEDS OF GREATNESS WITHIN US, BUT WE NEED AN IMAGE AS A POINT OF FOCUS IN ORDER THAT THEY MAY SPROUT.”***

***- EPICTETUS, THE ART OF LIVING***



# REGGIE JOHN & ELTON/ROCKETMAN





# **ACADEMY AWARD WINNER... NINE NUMBER ONE ALBUMS... MULTIPLE BUSINESSES.**

***"I CREATED ELTON JOHN TO BE THE MOST FULL EXPRESSION OF MYSELF. IT'S WHO I WANTED TO BE. – ELTON JOHN***



**SOMETIMES YOU GOTTA KILL THE PERSON  
YOU WERE SHAPED INTO BEING.**

*To Become*

**THE PERSON YOU WANT TO BE.**



**SINGLE SELF THEORY VS**  
*multiple* **SELF THEORY**



**KEY DISCOVERY**

**PEOPLE DON'T HAVE ONE SELF.  
THEY HAVE *many selves*  
ON MANY FIELDS OF PLAY**

**PEOPLE DON'T ACT ON THEIR THOUGHTS.  
THEY ACT ON THEIR FEELINGS TOWARDS  
THEIR THOUGHTS & MOST PEOPLE ARE  
CONDITIONED TO SEEK *safety***

01



**IDENTIFY THE  
ROLE OR**

*field*

02



**FINDING YOUR  
SOURCE** *Code*



# THE SCIENCE

RESEARCH BY MARTIN SELIGMAN &  
CHRISTOPHER PETERSEN

**PEOPLE THAT IDENTIFIED THEIR CORE  
CHARACTERISTICS AND  
*Intentionally*  
FOCUSED ON ACTIVATING THOSE  
SUPERPOWERS WERE MORE RESILIENT  
AND FULFILLED.**



**DANE COOK**





# DEVELOP YOUR LIST OF *superpowers*

## TRAITS AND ABILITIES

- Decisive
- Adaptable
- Flexible
- Ambitious
- Kind
- Extroverted
- Bright
- Brash
- Tough
- Courageous
- Dynamic
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- Good
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- Hard-working
- Helpful
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- Intuitive
- Inventive
- Kind
- Light
- Humorous
- Impartial
- Imaginative
- Independent
- Intellectual
- Intelligent
- Loved
- Loving
- Loyal
- Mighty
- Modest
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- Quick-witted
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- Rational
- Reliable
- Reserved
- Resourceful
- Sensible
- Shadowy
- Sincere
- Slippery
- Sociable
- Spirited
- Straight
- Strong
- Swift
- Sympathetic
- Open
- Systematic
- Thoughtful
- Tall
- Tidy
- Tight
- Tough
- Tricky
- Unassuming
- Understanding
- Velvety
- Versatile
- Vicious
- Warmhearted
- Willing
- Witty

03



**IDENTIFY  
YOUR**

*totem*





**KIDS, CAPES**  
**& THE POWER OF**  
**ENCLOTHED**  
*Cognition*



**JAMES LAWRENCE & IRON COWBOY**





## **COMPETED IN 50 IRONMAN'S ... IN 50 DAYS ... IN 50 STATES!**

***“THERE WAS A DAY WHERE I FELL TO THE GROUND  
AND WANTED TO QUIT... BUT THROUGH THE  
PROCESS OF FINDING MY ALTER EGO, THE IRON  
COWBOY, I HAD A RE-BIRTH.***

***NOW WHEN I PUT ON MY YELLOW TINTED  
GLASSES, I BECOME A BAD, BAD MAN...AND THAT  
GUY CAN DO ANYTHING.” – JAMES LAWRENCE***

**TRIGGERS &**  
*Totems*





# HOW TO FIND YOUR *Totem*

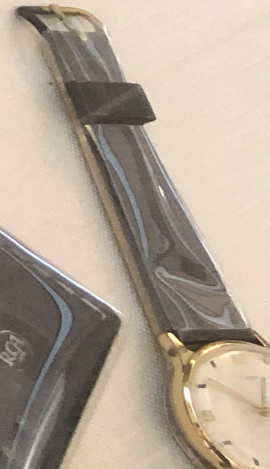
- ① Things you wear
- ① Things you carry with you
- ① Things on the field of play

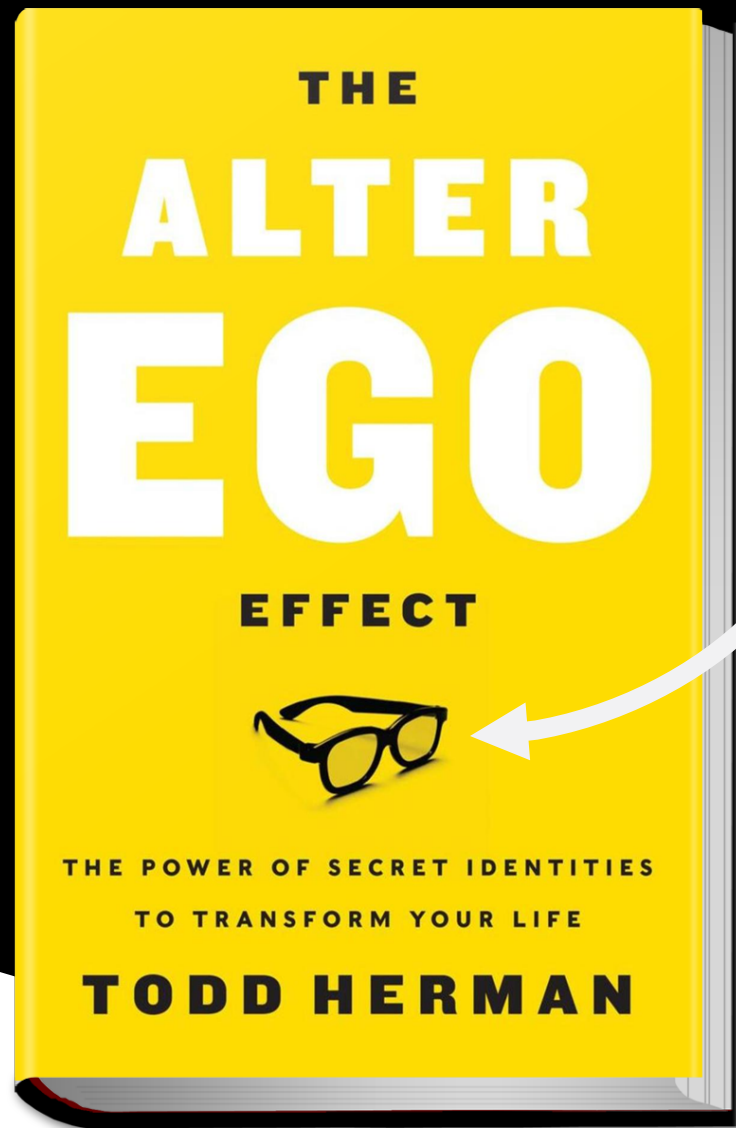


Although he didn't need them, Martin Luther King Jr. thought glasses made him look "distinguished". He was rarely seen wearing them. • Transistor radio carried by Dr. King to monitor the news during marches and demonstrations. • Simple, everyday watch worn by Dr. King.

Although he didn't need them, Martin Luther King, Jr. thought glasses made him look "distinguished." He was rarely seen wearing them. • Transistor radio carried by Dr. King to monitor the news during marches and demonstrations. • Simple, everyday watch worn by Dr. King.

Items on loan from Coretta Scott King.





**MLK'S  
GLASSES.**

**HUMAN BEINGS ALWAYS ACT THROUGH  
WHATEVER THEY ASSOCIATE  
THEMSELVES WITH - YOUR IDENTITY  
SHAPES YOUR *reality*.**

“

**I PRETENDED TO BE SOMEBODY  
I WANTED TO BE UNTIL FINALLY  
I BECAME THAT PERSON.**

**OR HE BECAME ME. BUT AT  
SOME POINT WE MET.**

*Cary Grant*





# MOLLY & CHASE








SOMETIMES, THINGS ARE **HARD**.  
SOMETIMES, THINGS ARE **TOUGH**.  
SOMETIMES, WE **TRY** AND WE TRY  
- AND IT'S STILL NOT **ENOUGH**.




THINGS ARE **HEAVY**, THEY'RE SCARY,  
THEY'RE NEW, THEY'RE **OLD**.  
THINGS ARE TOO **HARD**, TOO LOUD,  
TOO HOT, OR TOO **COLD**.

An illustration of a young boy with blonde hair, wearing a black t-shirt with a yellow lightning bolt, grey shorts, and a red cape, holding a sword. He is standing next to a large, blue, furry monster with a red cape and a lightning bolt on its chest. They are in a field of purple grass with dark purple bushes in the background under a sunset sky with orange and yellow clouds. The text is written in white, bold, sans-serif font on the right side of the image.

WHEN THINGS ARE **TOO** SOMETHING,  
**TOO** THIS, OR **TOO** THAT,  
I MAY GET QUITE **ANGRY**,  
**UPSET**, OR JUST **SAD**.



BUT **THEN** I REMEMBER  
THAT I'M **NEVER** ALONE.  
I REMEMBER MY **POWER**  
THAT'S **MIGHTY** AND STRONG.



A POWER SO **POWERFUL**,  
IT **DOESN'T** KNOW FEAR.  
A POWER SO **MIGHTY**,  
**INSIDE** ME - RIGHT HERE!




HE **LAUGHS** AT THE HARD,  
HE LAUGHS AT THE **TOUGH**.  
HE **LAUGHS** AT A CHALLENGE  
THAT'S **THORNY** AND ROUGH.



I GAVE HIM A **NAME**,  
FOR A NAME GIVES **HIM** MIGHT.  
THIS NAME GIVES HIM **POWER**  
TO **FIGHT** ALL MY FIGHTS.





TO FIGHT ALL MY **BATTLES**,  
MY **FEARS**, AND MY **SADS**.  
TO FIGHT ALL MY **ANGRIES**,  
MY **HURTS**, AND MY **BADS**.



I SUMMON HIS **POWERS.**  
HE **QUICKLY** TRANSFORMS.  
HE'S THE WIND. HE'S THE **FORCE.**  
HE'S **CAPTAIN STORM!**



A STORM THAT **LOVES** CHALLENGES,  
BOTH **BIG** AND **SMALL**.  
MY **FEARS** AND MY TOUGHS,  
HE CONQUERS THEM **ALL**.



FOREVER **CREATIVE,**  
**PLAYFUL,** AND STRONG.  
EMBRACING EACH **CHALLENGE,**  
HE SHOUTS,  
"**BRING IT ON!**"



**ROAR!!**

**BRING IT ON, OH YOU TROUBLE!**

**BRING IT ON, OH YOU FEAR!**

**BRING IT ON, OH YOU DOUBT,**

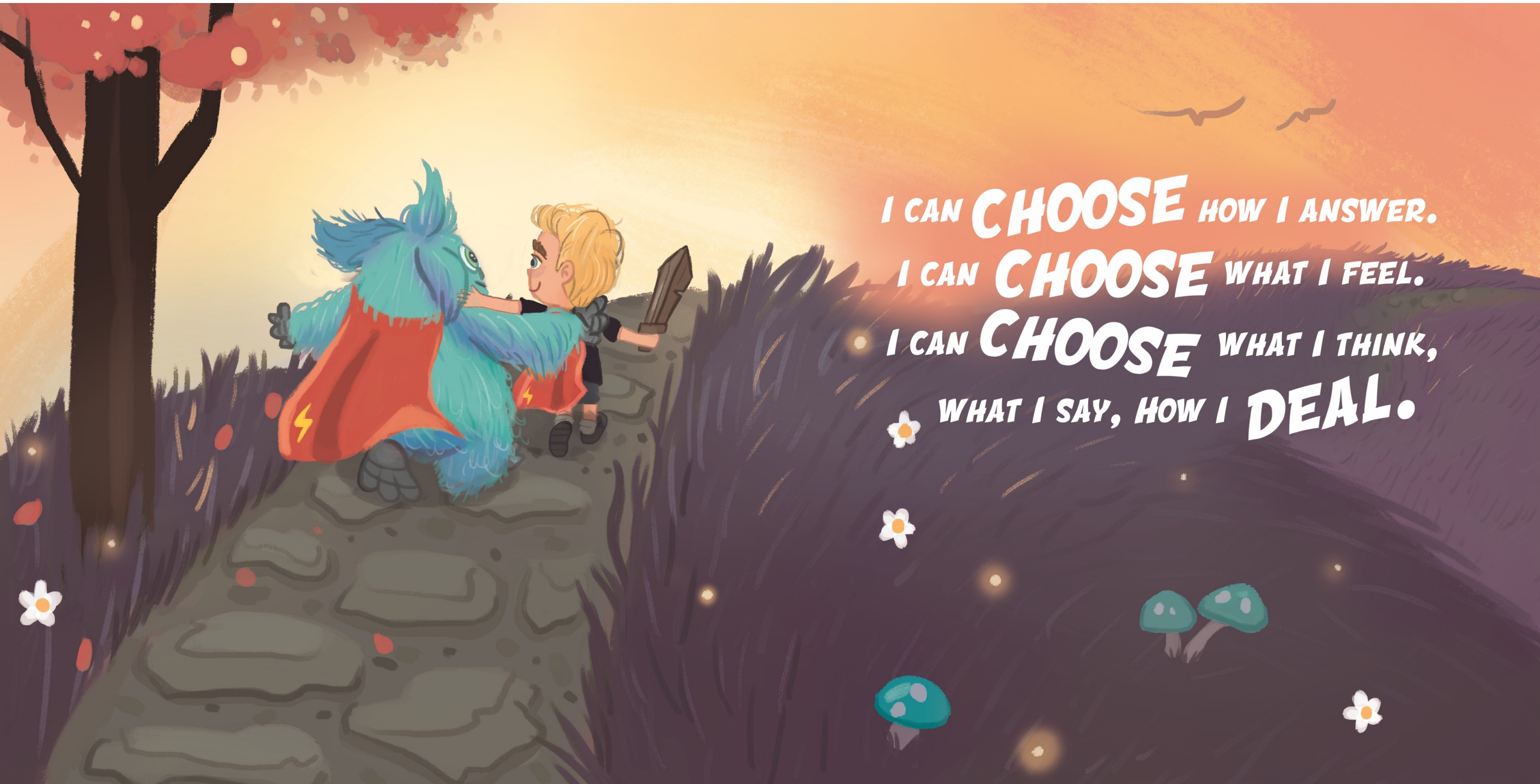
**CUZ I AM RIGHT HERE!**



I SUMMON MY **POWERS.**  
I QUICKLY **TRANSFORM.**  
I'M THE WIND! I'M THE FORCE!  
I'M **CAPTAIN**  
**STORM!**



FOR **I AM** THE BRAVE ONE.  
I SHOW **COURAGE** GALORE.  
STEPPING INTO MY **POWER**,  
STEPPING INTO MY **MORE**.




I CAN **CHOOSE** HOW I ANSWER.


I CAN **CHOOSE** WHAT I FEEL.

I CAN **CHOOSE** WHAT I THINK,

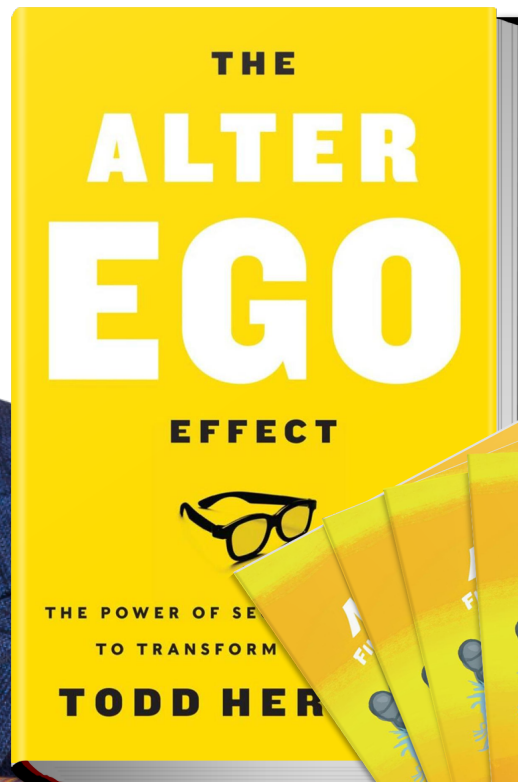
WHAT I SAY, HOW I **DEAL**.



FOR IT'S UP TO **ME**  
WHAT I **CHOOSE** TO BELIEVE,  
AND KNOW MY **HEROIC** SELF  
IS A **PART** OF ME.



WITH MY CAPE **AND** MY COURAGE  
I NOW **CONQUER** MY FEAR.  
FOR CAPTAIN STORM WAS **ME**  
ALL ALONG,  
**ME—RIGHT IN HERE.**



**TODDHERMAN.ME**



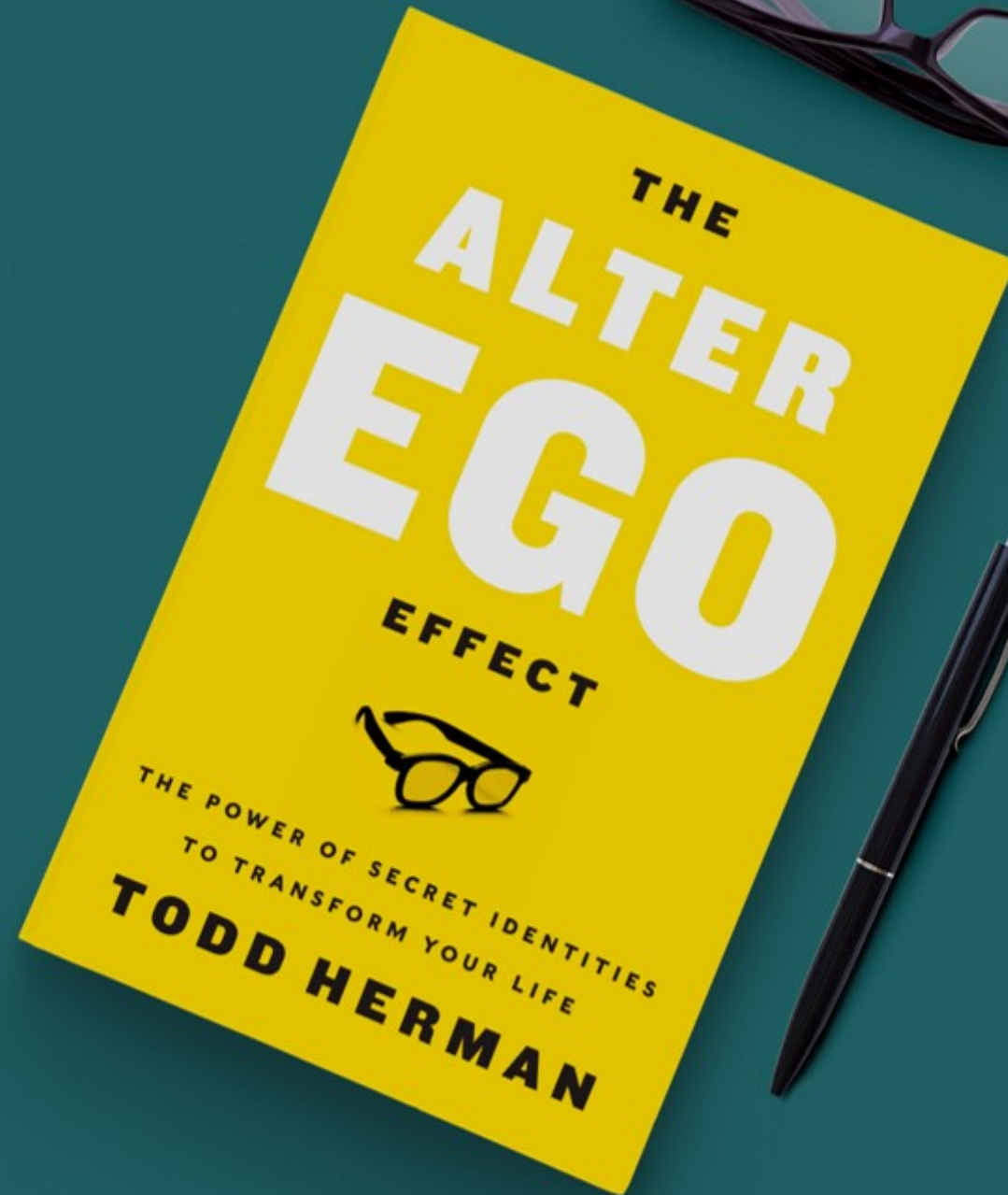
**@TODDHERMANCONNECT**



**@TODD\_HERMAN**



**TODD HERMAN**



## WHAT I WANT TO SHARE WITH YOU...

How we develop our identities, which creates our results...

The science behind why this is such a powerful strategy used by top performers...

Why & How people get trapped when trying to excel...

The process you can use so you can experience what you're truly capable of...



# THE SCIENCE



**TAKE ACTION**

---

**WHAT ROLE OR AREA OF YOUR LIFE  
IS FRUSTRATING YOU THE *most?***





**TAKE ACTION**

---



**WHAT ROLE OR AREA OF YOUR LIFE  
IS FRUSTRATING YOU THE *most?***





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**RESEARCH BY MARTIN SELIGMAN &  
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# THE SCIENCE