

Will the Real Please Stand Up?

When Martin Luther King Jr. sat down to write his speeches, he wore black-rimmed spectacles—not because he couldn't see well but because the accessory helped the 20-something tap into the distinguished voice that rallied a country. Similarly, every Sunday, Tiger Woods suits up in red, a color that activates one of the greatest competitive spirits of all time. “The moment you start seeing yourself in a different way, it unlocks your capability,” says Todd Herman, author of *The Alter Ego Effect: The Power of Secret Identities to Transform Your Life*.

He has some tips for using alter egos to overcome limitations and doubt:



Identify the field of play.

What is the environment, circumstance, or interaction you want to show up differently for? Work, home, sport?

Pick a totem or artifact.

That can be a white lab coat, glasses, uniform, or piece of jewelry with special significance. This is what you'll use to activate the alter ego.

Look for moments of impact.

These are the high-stakes situations when you want to transform from the limited to the unlimited version of yourself.

Create your alter ego.

Give them a name, history, mission—and most importantly, superpowers.

Fake it 'til you make it.

Identity is malleable; try on new conceptions and don't be afraid of reinvention.