

TODD HERMAN



THE ALTER EGO EFFECT

- > Your title, The Alter Ego Effect seems to contradict traditional wisdom. Is that intentional? What is the basic premise of your book?
- > Isn't this really just saying, "don't be yourself" which flies in the face of being 'authentic'?
- > In the book, you talk about your meeting with a sports legend, can you talk about that and how it changed your career?
- > One of the bigger ideas in the book is this concept of the 'field of play' and how people perform and live life in the context of many stages. Why is that so important for people to understand?
- > You talk a lot about the 'enemy' and 'hidden forces' what do you mean by that?
- > Do people ever confuse what an alter ego really is?
- > I can see how this is effective for an athlete or entertainer, but how about someone that isn't in the limelight, like a parent, sales person or leader?
- > You talk about the power of 'enclothed cognition', what is that?
- > There's a fascinating study with young children you cite in the book about the effect costumes had on their grit and perseverance. Unpack that for us?
- > Why was it so important for you to get this book out into the world?
- > What's the one thing people should remember about how we're built?
- > One of the fascinating things you break down in the book are the layers that create someone's identity. Can you unpack that a bit and explain why is it so important to understand this? Starting in the Center:

#1 is the Core Self

#2 is the Core Drivers Layer

#3 is the Belief Layer,

#4 is the Action Layer, and,

#5 is the Context & Circumstance Layer.

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CHAPTER ONE

