



AUSTRALIAN
CRICKET INSTITUTE



**HOW TO STEP INTO
YOUR ALTER EGO AND
PERFORM AT YOUR
HIGHEST LEVEL AT WILL**

This PDF is a step by step guide to a mindset technique used by thousands of top level athletes.

The process was not developed by ACI, it was learnt from a professional athlete mindset coach – Todd Herman.

The rest of this guide will be spoken by Todd.

TODD HERMAN....

I've owned a sports training business for over 18 years working with athletes on confidence, composure and high performance so they can actually perform to their maximum capacity.

A lot of the issues athletes have between the ears deal with judgement (worrying about what teammates, coaches etc will think of them), criticism (feeling like they're inadequate when they're being 'coached) and injuries (95% of athletes are either hurt or playing hurt).

I was fortunate, because of the way I started my company that I began working with Pro athletes really quickly. After a handful of conversations, I noticed a pattern between how Pro's approach what I call, 'The Field of Play' and how Amateurs approach it.

It's not something you see talked about on ESPN or Fox Sports, but there's a reason...which I'll get to in a minute.

The majority of high performing athletes have an Alter Ego, they step into. The alter ego, is something that shields their personal ego from the negative effects of judgment, criticism and the stresses of injuries.



I've had the great opportunity to work with thousands and thousands of athletes over the years, and I can unequivocally say that it's the most effective and efficient way to turn around an athlete's performance if they're struggling.

Over the years, I developed a system around helping athletes craft a powerful alter ego, that also prevented what I saw as a problem, 'Personality Leakage'. (Basically it's carrying that alter ego, off of the field and negatively affecting other areas. It compartmentalizes it.)

It's called the Performance Masking Protocol with 5 distinct categories:

- 1. The Personal Limiter Analysis**
- 2. The Talent Magnifier**
- 3. The Origin Profile**
- 4. The Artefact Enhancer**
- 5. The Immersion Experience**

QUICK STORY

About 11 years ago I was speaking at an athletics event in Atlanta and when I was in the 'green room' listening to other people speak, Bo Jackson walked in.

Now if you're not familiar with Bo, he played in both the NFL and MLB and is the only person to be an all-star in both sports. He's one of the greatest athletes to ever walk the planet...

Anyway, we got chatting about our topics and when I mentioned the stuff on alter ego's, he stopped me and said, "that's amazing, because Bo Jackson never played a down of football in his life."

[Sidebar: Yes. He referred to himself in the third person, but there's a good reason.]



And I said..oookkaaayy... tell me more... (You should know that this physical specimen of a human is one of the nicest & sweetest guys you could meet. He's a true class act.)

Anyway, he went on to say, that if he had taken the Bo Jackson, that his family knew, friends knew and competed on the field, he would never have been successful because THAT Bo Jackson doesn't want to hurt anybody, isn't violent... but the reality is, football is a violent collision sport.

So he said, one day he was watching a movie... Friday the 13th. And he thought to himself what if I was Jason from the movie.

A relentless, cold, attacker...instead of me...

Now he obviously didn't want to carry that type of personality OFF of the field... so in his mind he created a space where Jason only lived.

And the Artefact Enhancer and Immersion Experience he created to trigger Jason, Was... when he would walk out of the tunnel... he'd make a VERY deliberate heel to toe gesture with his foot....

And when the ball of his foot would strike the turf, he imagined a blue shock entering his body, which was Jason entering his body...

And if you watch any highlights of Bo Jackson there's no denying that he was absolutely relentless on the field.

He went on to say that when he was on the field, his only mission was to destroy anything that got in his way. And as a running back... that's a core fundamental skill to have....

Now, let's get into how to create your very own alter ego.



THE PROCESS

The Personal Limiter Analysis - this is all about unpacking the parts of your personality that hold you back. And they typically fall into 3 main categories...

1. Judgements.
2. Worries. And,
3. Fears

Cataloguing the parts of you that are preventing your performance from reaching its peak levels is the first step in unshackling yourself from old habits and ways of thinking about your capabilities...

This is the hard work, but simply being honest with yourself about those parts of your behaviour and thinking that cause forward movement to NOT happen, is extremely powerful.

My mentor for 13 years was Jim Rohn and he always told me, "Todd, the most powerful tool you can ever have is truth. Speaking the truth to yourself."

And he was kinda smart ... and he was almost always right.

The Talent Magnifier - is where you shine a light on the natural parts of you OR someone you'd want to be like that would be the most beneficial to helping you become successful in the field of work you're in or business.



Again this one has 3 main categories as well to organize your thinking under...

1. The physical. Is there a way of presenting yourself.
2. The mental. What's the mindset.
3. The emotional. How are you feeling as this heightened version of yourself?

If this is implemented effectively your level of confidence in your abilities will amaze you and actually others... and the reason I say that is because the most common experience you'll have is people close to you saying, "You seem different." And they'll mean it in a positive way. Like they can't put their finger on it... but you'll know why.

The phrase I hear all the time..is... "this is really cool to hear this stuff."

The Origin Profile - This step is about inspiration...

1. Where is this alter ego (this magnified part of your personality) from?
2. Is there someone or something that inspired it?

Remember Bo and Jason? You can get the inspiration from anywhere...

There are so many questions I could unload on you but I want to respect your time.

Now don't think this is about being fake. Because It's NOT. You're not making up a story to be telling OTHER people... you're carefully crafting an inspiring story of this new, refined version of yourself that you're taking into your business SO THAT you can achieve those dreams and aspirations.

So fakeness this is not!



The Artefact Enhancer - An artefact is a physical object you'll use to help ground you into your character or alter ego. It's explicitly ONLY used when you are stepping into that character or heightened version of yourself.

This has 3 categories of influence as well...

1. something you might wear,
2. something you might use,
3. something you might see,

To give you an example of an artefact that I've personally used for 17 years ---> my glasses. I actually don't need glasses. I have perfect 20/15 vision.

But I wear them when I'm stepping into 'Business Todd'. They have a deeply personal meaning to me and it allows me to be present and at my absolute best for the people that are spending large sums of money to work with me.

Or when I'm heading into the boardroom of the venture capital company I run.

My friend Melanie has a special pen she purchased in Paris that's only touched and used when she's about to execute a specific process in her business.

When you get this right and choose an appropriate artefact... the true power of this strategy begins to get unleashed.

The Immersion Experience - I actually just alluded to it when I was talking about my glasses...



A couple of the key areas in this part of the process are :

1. Establishing the real sensory experience of what it's truly like to be this character alter ego or whatever you'd like to call it.
2. Engaging all the senses,
3. Linking the artefact with the sensory experience so that when you put it on, use it or see it - there's an immediate shift in your demeanour.

There are a bunch more key points I could rattle off for you, but I've just given you a ton to chew on right now to get you started...

I hope that helps you create a powerful alter ego that you can take onto the field of play.

