

Condition Yourself for Success — Create a Super Identity

We all know the Superman story: A mild-mannered newspaperman named Clark Kent secretly transforms into Superman, a caped superhero who can fly.

Separating Kent from Superman was much more than a change of clothes and superpowers; it was a conscious decision to assume different personalities in different contexts.

Our lives require us to hold several different roles, and many people try to achieve balance by separating their professional duties from their family affairs. But separating these roles isn't the most effective way to manage your obligations. Here's why:

1. Clark Kent can't do everything.

Most people aren't prepared to be Superman. Instead of assuming the superhero persona, they become Clark Kent *trying* to be Superman.

The problem is that Clark Kent can't handle the burnout, stress, and frustration that most of us face, and we can't bring our "Superman" self home.

2. Normal people don't keep running in and out of phone booths.

If you act one way at work and another way at your child's soccer games, no one will trust you, and you'll feel isolated by only showing one side of yourself to the people in your life.

The most successful people are disciplined, committed, and *consistent* — qualities you can't develop if you're constantly running into a phone booth to change.

3. Multiple personalities make us less productive.

Juggling several identities leads to exhaustion and decreased productivity. When we're not achieving enough during the day, we end up bringing work home, which isn't healthy.

Most people try to separate their work and personal lives while maintaining the Clark Kent persona, but you need to combine Clark Kent and Superman to create a balanced personal identity.

4. Segmenting your life hurts your relationships.

At one point, I had *four* personas.

I had a job, but I wanted out. I started my own business, but my wife wanted me to keep my job, so I acted differently at home to appease her. The gym was my place to de-stress, so I snuck that into my day and hid it from others.

Splitting my life into segments caused stress and anxiety. I lost my job, my marriage started

falling apart, and my investments crumbled. I felt lost because I'd divided myself on the outside so many times that the guy inside collapsed.

Maintaining separate identities leads to burnout and, ultimately, failure. Here's how you can reconcile your life to avoid splintering your personality:

- **Create a super identity.** If you have a so-so identity, your life will be so-so. When you create a super identity, you create power in your mind.
- **Develop intensity.** Intensity is the body raising the bar to use energy that the mind and super identity are generating, connecting the body with your high-powered mind.
- **Foster an entrepreneurial mindset.** This mindset is the willingness to do more — to put yourself on the right track to successfully handle life's responsibilities.
- **Have faith.** Have faith in your super identity. This is the ultimate steel-studded tire. No matter the terrain, you have the right grip to keep going.

Becoming superhuman was a challenge for me. We use valuable time and energy trying to be all things to all people when we could just be ourselves. Stop separating your work persona from the rest of your life. Creating a unified super self will give you greater balance and help you achieve more. You'll never know what you're capable of until you make the change.

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