



Why We Need Super Heroes

Debra L Scifo, Executive Director | ASA Colorado

Dscifo@ASAColorado.com | 303.748.6214

Superheroes, who are they? There are more than 100 Super Heroes, some more famous than others, but more than a hundred! Can you name the top 10 Super Heroes? Did you know that the first Super Hero is Superman and the number one Super Hero is Spider Man, the most famous female Super Hero is Wonder Woman. OK, that is three Super Heroes, let's get the top 10 list down: Thor, Iron Man, Hulk, Bat Man, Captain America, Wolverine and Spawn.

Comic books are not as popular as they once were, but the Super Heroes are as popular as ever and are appearing with greater frequency on our television screens, in movie theaters and just about every item imaginable can be found with a super hero imprint or in the form of a super hero. Why is that? Why do we need Super Heroes? Yes need them!

Super Heroes possess a strong moral code. Their identity is often disguised, they are humble. They fight evil wherever it exists. Evil is a clear distinction from Good, no gray area for a Super Hero. We find comfort and hope in Super Heroes. Super Heroes aren't just for kids!

I think it was ABC that delved into this cultural phenomenon a couple of years ago and their research pointed to the re emergence of the popularity of Super Heroes following 9/11. Captain America, the first Avenger featured in a 2011 movie stood at Ground Zero and was solemn as he took it all in and gave us the sense that we move forward with a new resolve and determination.

I mentioned that Super Heroes are not just for kids, but when it comes to kids they need heroes. Parents and other influential adults are role models, Super Heroes imbed in them a moral compass in a world full of diversion and distraction. Notice that with a kid, right and wrong are opposites, just like tall and short or right and left. No middle of the road and Super Heroes bring that to life.

We root for the person inside the costume. Every Super Hero has faced great trauma and were at a fork in the road and had to choose to do good or to do evil. A Super Hero chooses to do good. Simply stated, they rise above their challenges, overcome the barriers they face and accomplish great things in the face of great odds. They are courageous. They are good. They fall down and always get up.

That is inspiring and motivational. Great success is borne from great failure or out of adversity. Why is that and why do we have to be digging our way out in order to learn and understand the characteristics of true success? We only learn great truths and real value when we have to punch our way through. We live in the zone as long as we possibly can. And, living in the zone we would never know what else we can do, what else we can bring to humanity.

Life happens and we are forced out of our comfort zone. Do we respond, like a Super Hero? And what does that look like? One, we use the tools and skills we are given in a new way. We are innovators. Have you noticed that a Super Hero who is in the middle of a battle looks not just in their site of vision, but high and low and inside and out. They are looking for a way to respond that is new and different using the skills and tools they possess.

Captain American has a shield. A shield that provides him cover in situations whether in a defensive or offensive situation. Cap is courageous and patriotic.

Iron man, he has an iron suit, an iron suit that that gives Tony Stark abilities extraordinaire. He is no longer the alcoholic, narcissistic, egotistical man he once was. The iron suit is the new tough guy exterior that provides cover for the human being he has become.

Why We Need Super Heroes

Debra L Scifo, Executive Director | ASA Colorado

Dscifo@ASAColorado.com | 303.748.6214

Page Two

Thor, he has a big hammer, a hammer that propelled him to earth when he was kicked out of the house. Once he arrives on earth he loses his immortality, power and position. He is no longer a god and must learn to become a man. Hot headed and impulsive and in becoming a man he will become a god again.

Hulk doesn't have a shield, iron suit or a hammer he is a big green guy who is otherwise known as Bruce Banner. What happens when we are angry and out of control, look no further, the Hulk is the answer. We watch him learn to control his anger and regain self control and become part of the solution.

Who are we really and what do we want to accomplish? We are firm in the person we want to be, but what suit do you put on each day that helps you meet your challenges and puts you in the place where you can make your best contribution? What good thing do you do because you can? How are you changing the world?