**Abstract**: While scholars commonly agree that self-concept is a complex set of self-representations, or identities that influences individual’s decisions, evaluations, attitude, and behaviors, little is known about how individual’s multiple identities influence important employee and organizational outcomes because studies to date have typically adopted a static approach to understanding the interrelationship among identities. Through the introduction of the concept of an identity coactivation episode, I recognize that multiple identities might be experienced differently across various situations. Further, integrating tenets from the identity development and boundary permeability literatures, I identify various motives (e.g., goals) in an identity coactivation episode that may be enhanced or frustrated depending on the elements of coactivated identities. The hypotheses were tested in a sample of 205 employed adults, surveyed twice a day over 10-workday period, in a work-nonwork context. The results of multilevel modeling indicated that the contribution of an identity to the satisfaction of another identity’s motives results in both positive and negative emotions, and subsequently determines daily behaviors at work and outside of work, however, the direction and magnitude of the effect depends on a number of factors, including presence of actors, and where the coactivation episode was experienced.