

The “ADVERBIAL” Edge

A Leader’s Blueprint for
Relentless Execution and
Curating Your Core Values

Tale of Two Mornings

Imagine two leaders, Sarah and Mark.

They work in the same industry, lead similar teams, and this morning, they are facing the exact same circumstances.

Sarah's morning starts with a series of "**accidents**." Her alarm doesn't go off. Her coffee spills on her presentation notes. By the time she hits traffic, her heart rate is up, and her frustration is peaking. When she arrives at the office, she receives an aggressive email from a major client. Sarah reacts. She snaps at her assistant, sends a defensive, unrefined reply to the client, and walks into her 9:00 AM board meeting feeling "behind the 8-ball." Sarah is an Effect. Her emotions, her commute, and her inbox are the ones in the driver's seat. She is giving the world exactly what it gives her: chaos.

Mark's morning is identical. Alarm failure, spilled coffee, gridlock traffic, and the same aggressive email. But Mark's day looks entirely different. Months ago, Mark pre-decided his HOW. He committed to operating Composedly, Rigorously, and Respectfully.

When the coffee spills, Mark pauses. He doesn't react to the spill; he executes Composedly. When the traffic stalls, he uses the time to Rigorously mentally rehearse his presentation. When the client's email hits his inbox, he doesn't match their tone. He responds Respectfully, anchoring the conversation back to facts. Mark walks into that same 9:00 AM meeting as the Affect. He has dictated the temperature of his own morning.

The Difference: Sarah is exhausted before the day has truly begun. Mark has added value to his assistant, his client, and his own mental health before the first coffee break.

Most leaders default to the "**Required Approach**"—they let the weather, their moods, or their circumstances decide how they will perform. But the SUPERFANTASTIC leader understands that the greatest power you possess is the ability to pre-decide your **HOW**.

Tale of Two Mornings

The Ownership Audit:

Looking back at your most stressful interaction this week, did your response belong to the circumstance (like Sarah) or did it belong to your pre-decided code (like Mark)? In that moment, were you the thermostat setting the temperature, or the thermometer simply reflecting the heat of the room?

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The "Affect" Cost-Analysis:
When you allow yourself to become an Effect of your environment, what is the specific cost to your team's culture and your own internal credibility?
Conversely, if you pre-decided to operate Composedly or Rigorously tomorrow, what is the one "spilled coffee" moment you are now fully prepared to handle with excellence?

The Manifesto: Beyond the Job Description

Most leaders are operating under a lie. They believe their identity is found in the title on their business card. They believe that once they have the "WHAT"—the role, the office, the salary—the performance will naturally follow.

But your job title is the floor, not the ceiling. Your job description is the bare minimum someone else expects of you.

When you settle for the "WHAT," you become an Effect of your environment. You react to the economy, the board, the emails, and the crises. You are being pulled down by the Gravity of Good Enough.

To become the Affect—the source of positive, predictable change—you must master the HOW. This is the journey from abstract nouns to relentless adverbs.

Are you ready to curate your legendary brand?

Chapter I:

The WHO and the HOW: Escaping the Gravity

The Narrative: Identity (WHO) defines the destination, but Execution (HOW) is the engine. Without a defined **HOW**, the Gravity of Good Enough (GoGE) will pull your identity back down to "Average."

THE LEADERSHIP AUDIT

- For You: Think of your greatest professional commitment. Last week, did your behavior match that commitment, or did you settle for "Good Enough" because you were tired or pressured?
- For Your Team: Where is your team currently drifting? What is one area where "acceptable" has become the standard, and excellence has become a memory?

The Value Add: By defining your HOW, you create the "Escape Velocity" needed to break free from the status quo and establish a non-negotiable standard of performance.

Chapter 2:

The Action-Gap: Why Nouns are Failing You

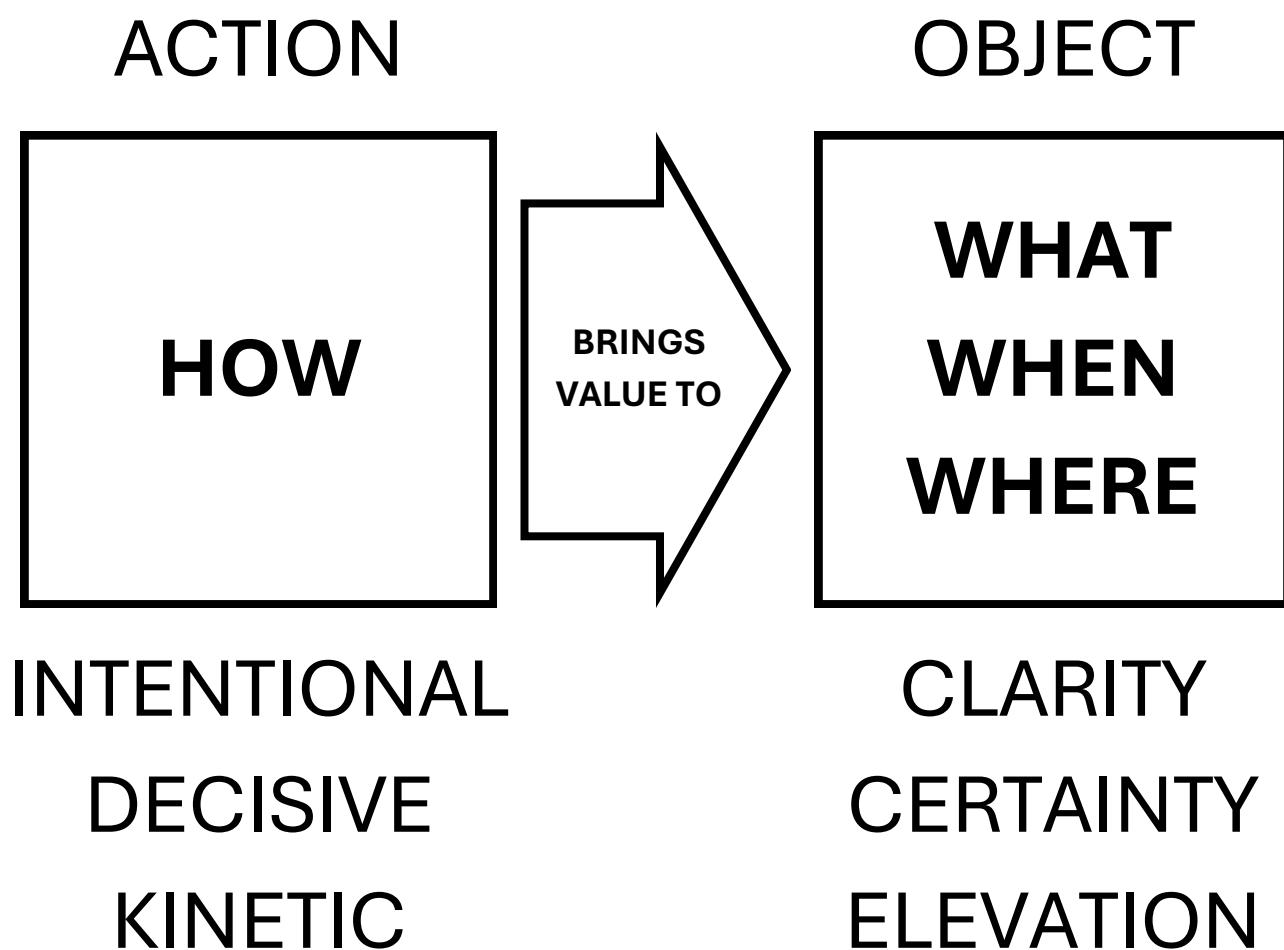
The Narrative: Most companies have Core Values that are Nouns (e.g., Integrity, Quality, Service). These are static. They look good on a lobby wall, but they provide zero instruction for a Tuesday morning crisis. They leave your team functionally stuck because they are open to interpretation.

THE LEADERSHIP AUDIT

- For You: List your current values. Now ask: Do these words tell you exactly how to answer a difficult email or handle a mistake right now?
- For Your Organization: If you asked five employees what "Innovation" looks like in action, would you get five different answers?

The Value Add: Transitioning to Adverbial Core Values (e.g., Transparently, Rigorously) eliminates ambiguity and provides your team with a shared, actionable behavioral code.

HOW Adds Value: More Than a Word



Chapter 3: The Unified HOW: The End of Code-Switching

The Narrative: The most exhausting part of leadership is the "split personality"—having a "work persona" and a "home persona." True excellence comes from the Holographic Self—one standard of execution across all contexts.

THE LEADERSHIP AUDIT

- For You: Where is the greatest dissonance between who you are at the office and who you are at home? Which version of you is the "real" you?
- For Your Organization: How much mental energy is your team wasting on "office politics" and persona-management instead of high-level execution?

The Value Add: A Unified HOW conserves massive amounts of mental energy and accelerates trust through unshakeable consistency.

Chapter 4:

Your Starting Line: The Truth of the Current HOW

The Narrative: You cannot plot a course to "SUPERFANTASTIC" if you don't know where your starting line is. You must audit your current operational reality before you can design your future.

THE LEADERSHIP AUDIT

- For You: If a trusted observer watched you for 80% of your day, what 3 adverbs would they use to describe your execution? (Be honest: is it "Rigorously" or "Hastily"?)
- For Your Team: Does your team know their starting line, or are they running a race without a map?

The Value Add: Radical honesty about your current "HOW" is the only way to design the leader you were meant to become.

Chapter 5:

The Pressure Test: Operational vs. Aspirational

The Narrative: Most leaders choose values they wish were true (Aspirational) rather than values they actually execute (Operational). Your standard must be resilient enough to survive high-pressure moments.

THE LEADERSHIP AUDIT

- For You: Which of your values do you violate the moment the pressure gets high or the deadline gets tight?
- For Your Organization: What "Core Values" does your company claim that the staff secretly rolls their eyes at because they aren't lived?

The Value Add: The Pressure Test ensures your execution standard is built on reality, making your leadership predictable and reliable.

Chapter 6:

The Final Five: Commitment to the Code

The Narrative: Character is revealed when your adverbs clash. You must commit to the 3-5 non-negotiable adverbs that provide the most leverage for your unique identity.

THE LEADERSHIP AUDIT

- For You: If you could only keep three adverbs to define your entire career, which three would make it impossible for you to be replaced?
- For Your Team: Does your team have a "Constitution"—a final 3-5 words that guide every meeting and every conflict?

The Value Add: A concise "Personal HOW Statement" acts as your behavioral contract, ensuring you win even when the stakes are at their highest.

Chapter 7:

The Psychology of Consistency: The Identity Loop

The Narrative: Consistency isn't a matter of willpower; it's a feedback loop. When your actions (HOW) align with your identity (WHO), you lock in a self-enforcing system of excellence.

THE LEADERSHIP AUDIT

- For You: When you act against your values, do you feel "mental friction" (Cognitive Dissonance)? If not, have you become too comfortable with mediocrity?
- For Your Organization: How do you weaponize consistency so your standards are met even when you aren't in the room to supervise?

The Value Add: This process installs the self-correcting psychological loops that make excellence your default setting.

Chapter 8:

The Manager's Affect: Scaling Your Standard

The Narrative: A manager's personal HOW is the team's ceiling. Your execution is an "Affect Multiplier" that gives your team permission to either soar or settle.

THE LEADERSHIP AUDIT

- For You: Look at your team. Which of your "bad habits" or inconsistent standards are they currently emulating?
- For Your Team: Does your team see you as a "Title" to be obeyed or a "Standard" to be followed?

The Value Add: Scaling the Affect allows you to lead through modeling rather than monitoring, increasing your team's autonomy and speed.

Chapter 9:

The Operational HOW: The Team's Engine

The Narrative: The corporate "WHY" is for the lobby; the team's "Operational HOW" is for the engine room. You must facilitate a shared behavioral code for your specific department to bridge the "Value Gap."

THE LEADERSHIP AUDIT

- For Your Organization: What is the gap between your CEO's vision and the front-line reality of your team's daily work?
- For Your Team: If your team had a 3-word "Behavioral Contract" to handle resident escalations or project delays, what would it be?

The Value Add: This process eliminates subjective feedback and replaces it with objective, adverbial coaching that drives measurable ROI.

Chapter 10:

The Lateral HOW: Influence Across Boundaries

The Narrative: Most organizational friction is a conflict of incompatible HOWs. You scale influence by negotiating a shared "Lateral HOW" with peers and partners outside your authority.

THE LEADERSHIP AUDIT

- For Your Organization: Where are the silos in your company? Is the friction caused by different goals, or different standards of execution?
- For You: How would your influence grow if you became the "Affect" for every other department you touch?

The Value Add: The Lateral HOW turns your team into the "Trusted Partner" of the entire organization, reducing rework and accelerating cross-functional success.

Call to Action: THE PIVOT: FROM DESTINATION TO EXECUTION

Understanding the "WHAT" is easy. Curating the "HOW" is the work of a legendary leader.

If you recognize the Gravity of Good Enough pulling at your organization—if you are tired of your team being "stuck" in noun-based values and are ready to weaponize your adverbs—you have two paths to the SUPERFANTASTIC:

THE BLUEPRINT:

Purchase [The SUPERFANTASTIC HOW](#) and begin the rigorous process of adverbial curation for yourself and your team.

THE IGNITION:

Book [Gary Gregory](#) for a Keynote or an Intensive "Adverbial Audit" Workshop. Let's turn your corporate nouns into high-performance adverbs.

How you do anything is how you win everything.