

The **NOT NORMAL** Manifesto

The Blueprint for
SUPERFANTASTIC Leadership



The Gary Gregory, LLC

Not Normal is DIFFERENT

“Most leaders are normal. Normal is invisible. Normal is disengaged. It’s time to dare to be different.”

The Choice of the SHIFT

Monday morning, 7:00 AM.

Meet Normal Sam. Sam wakes up to the same alarm, feeling the weight of a heavy "Normal" world. He checks his emails before his feet hit the floor, letting a frustrated client's message dictate his mood for the next four hours. Sam is a good person, but he leads by default. He reacts to the traffic, reacts to the coffee spill, and reacts to his team's lack of initiative. By the time he walks into the office, his "Normal" filter is firmly in place—expecting problems, spotting obstacles, and merely surviving the day. Sam is exhausted, his team is disengaged, and his personal life gets the "leftovers" of his energy.

Now, **Meet Not Normal Alex.** Alex faces the same traffic and the same frustrated emails. But Alex has pre-decided. Before the day began, Alex initiated a SHIFT. While Sam was reacting, Alex was practicing Internal Leadership. Alex understands that leadership isn't what happens to you; it's the value you store up inside to bring to the world.

Alex walks into the office and doesn't just see a "staff"—Alex sees an investment opportunity. Because Alex chose to be Not Normal, the atmosphere changes when they walk in the room. Problems are met with strategic E-Motion. Obstacles are viewed as the fuel for the next big win.

The Difference? Normal Sam is a prisoner of his environment. Not Normal Alex is the architect of it.

Most leaders spend their lives in Sam's shoes, wondering why they feel stuck and why their teams are underperforming. They are waiting for the world to change so they can finally feel like leaders. But the SUPERFANTASTIC Leader knows the secret: You don't feel your way into an action; you act your way into a feeling.

You have a choice today. You can settle for the "Normal" default that leads to burnout and disengagement, or you can dare to be Not Normal—adding massive value to your professional results and bringing a vibrant, joyful version of yourself home to your family.

Which leader will you be when you turn the key in the ignition tomorrow morning?

The Choice of the SHIFT

The "Default" Audit:

If you were to look at your leadership over the last 30 days, how much of your impact was a result of conscious design versus simply reacting to the "Normal" demands and fires of your environment?

The Choice of the SHIFT

The Legacy of Energy:

At the end of the day, is the person who walks through your front door at home a recharged version of yourself fueled by "Not Normal" wins, or are you handing your family the exhausted "leftovers" of a leader who spent the day stuck in a default routine?

Chapter 1: The Wake Up Call

Why Normal is Killing Your Organization

Let's be honest. We live in a world of "normal" leadership. Normal leaders show up, check boxes, and react to the environment around them. But here is the cold, hard truth: Normal leaders are disengaged. And if the leader is disengaged, the team is adrift.

Disengagement is the silent killer of growth. It's the "default" setting that keeps you stuck in mediocrity. But there is a different way. Not Normal leaders stand out. They don't just react to the environment; they create it. They add value and make a positive difference regardless of the circumstances.

This guide is a high-level look at the radical formula I've developed to move you from Default to Design.

Questions for the Mirror:

- Do you feel like you are leading your day, or is your day leading you?
- If your team mirrored your current level of engagement exactly, would the organization thrive or survive?

Chapter 2: Picture of the Process

Seeing the Ripple Effect

Leadership isn't a stagnant position; it's a living process. Every decision you make creates a ripple that connects with an outcome tomorrow. Most leaders fail because they can't see the picture – they only see the problem.

The Not Normal Insight: You must visualize the entire sequence of your leadership before you can execute it.

Questions for Your Team:

- Is your team clear on the "picture" of success, or are they just busy?
- How would your results change if every member of your team understood the long-term ripple of their daily choices?

Chapter 3: Reality of Leadership Statistics

The High Cost of Being "Normal"

The numbers don't lie. Most organizations are struggling with a massive gap in engagement and productivity. This is the "Normal" trap. When you look at the statistics, you realize that being average is actually a liability.

The Not Normal Insight: To get "Not Normal" results, you must stop using "Normal" methods.

Questions for Your Organization:

- When you look at your retention and productivity stats, are you seeing a "Normal" trend?
- Are you brave enough to admit that your current "Normal" approach is the very thing holding your ROI back?

Chapter 4:

Not Normal Leadership

The Power of Positive Deviance

In this book, I talk about being "positively deviant." This means your style, technique, and behavior fall outside the standard social norms of leadership. It sounds scary to be "Not Normal," but it's the only place where true influence lives.

The Not Normal Insight: While the world is distracted by the noise, the Not Normal leader is focused on the investment.

Questions for You:

- Where are you currently "fitting in" at the expense of leading?
- What would happen if you gave yourself permission to stop being "Normal" and started being SUPERFANTASTIC?

Chapter 5: Positive & Leadership Partnerships

The Ultimate Rudder

Positivity without leadership is a wish; leadership without positivity is a grind. You need the partnership of both. This isn't "rainbows and unicorns" talk—it's gritty, strategic optimism that acts as a rudder in a storm.

The Not Normal Insight: Positivity is a strategic advantage, not just a personality trait.

Questions for Your Team:

- Is your current leadership "rudder" strong enough to handle a crisis without turning negative?
- Does your organization's culture breathe life into people, or does it suck it out?

Chapter 6: Internal Leadership

Leading Yourself First

You cannot lead a group of people if you cannot lead the person in the mirror. Internal Leadership is the care and maintenance of your own mindset. If you are "jumping the gun" and trying to lead others before leading yourself, you are building on sand.

The Not Normal Insight: You become what you think, speak, and act.

Questions for the Mirror:

- What are you currently filling your mind with?
- If you were a follower, would you trust the "Internal Leadership" of the person you are today?

Chapter 7: External Leadership

The Contagious Ripple

Once the internal foundation is set, the external result is inevitable. External leadership is the act of creating a followable example. It's when your "E-Motion" (Emotion in Action) becomes contagious.

The Not Normal Insight: A good leader brings out good leadership from the "good" stored up inside.

Questions for Your Team:

- Is your leadership example something others want to emulate or something they want to avoid?
- How much faster could your team move if they were inspired by your actions rather than just your words?

Chapter 8:

Compound Leadership

The Radical Formula in Motion

Leadership isn't a one-time event; it's a compound effect. Small, Not Normal choices made consistently over time create massive breakthroughs. This is where the radical formula begins to pay dividends that "Normal" leaders can't even imagine.

The Not Normal Insight: You don't get unstuck by waiting for a miracle; you get unstuck by the compound power of your SHIFT.

Questions for Your Organization:

- What small, negative habits have compounded in your culture over the last year?
- What would the "Compound Interest" of a positive, Not Normal mindset look like in your bottom line 12 months from now?

Chapter 9: The Finish / Starting Line

Your Shift Starts Now

Most people see the end of a book as a finish line. In SUPERFANTASTIC Leadership, it's actually the starting line. The shift from Default to Design happens the moment you decide to initiate.

The Not Normal Insight: Intentions mean nothing if they aren't applied.

Final Questions:

- Are you ready to unstick your past and reach for your future?
- Are you ready to apply the radical formula?

Take the NEXT Steps

Ready to Move from Normal to NOT NORMAL?

You've seen the overview. You've felt the gap. Now, it's time to close it.

- 1. GET THE FORMULA:** The full, radical breakdown of the THINK, SPEAK, and ACT process is waiting for you. Grab your copy of [SUPERFANTASTIC Leadership: Dare to be NOT NORMAL](#) on Amazon today.
- 2. TRANSFORM YOUR TEAM:** Reading the book is the spark; a live experience is the wildfire. [Gary Gregory](#) is available for keynote speaking and organizational workshops. If you want to wake up your disengaged leaders and create a "Not Normal" culture that wins, let's talk.