

Pursue the 8% of Goals that Succeed.

A Leader's Blueprint for
Pursuing Potential

The Sunday Night Paradox

Imagine a leader named Mark.

On paper, Mark is winning. His KPIs are green, his team is high-performing, and his office is filled with the trappings of a successful twenty-year career. But every Sunday night, a familiar, nagging dread settles in.

Mark has a list of "Top 5 Goals" saved in his phone. He's been "interested" in launching a new innovative division for eighteen months. He's been "interested" in reclaiming his physical health for three years. He's "interested" in being more present for his family.

Mark has the talent. He has the ambition. But he is stuck in the Goal Paradox: he is setting goals exactly the way he was taught - as static milestones, flimsy checklists, and hopeful aspirations. He is waiting for "the right time" to start, but in the world of high-performance, the right time is a myth.

Most leaders like Mark fail not because they lack "hustle," but because they are running a race without a map, a crew, or a finish line. They are managing by interest, when potential demands commitment.

I know Mark's story because I lived it. I discovered that the gap between who we are and who we could be isn't bridged by better goal-setting - it's bridged by a Potential Pursuit System. When I applied the START-R.A.C.E. method to my own life, the Sunday night dread vanished. My professional value-add skyrocketed because my focus was no longer diluted. My personal life found its rhythm. My team found a leader who didn't just give orders, but stewarded potential with excellence.

It is time to stop "setting goals" and start running your R.A.C.E.

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The Integrity Audit:

Which "Top 5 Goal" in your life has been relegated to a mere interest for far too long, and what is the hidden cost of that stagnation to your inner peace and your integrity as a leader?

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The Mirror Test:

If your team or your family were to audit your daily schedule right now, would they see a leader who is merely interested in a better future, or one who is strategically committed to a specific, non-negotiable finish line?

Chapter 1:

The 3 Dimensions of Potential

The Overview: Potential is a resource that either appreciates under stewardship or depreciates under neglect. Most leaders make the mistake of only focusing on "Occupational" output.

But true potential is three-dimensional:

1. **Devotional:** The Inner Race (Character & Mindset).
2. **Vocational:** The Mission (Purpose & Impact).
3. **Occupational:** The Daily Work (Execution & Skills).

The Leader's Reflection:

- In which dimension is your team currently "leaking" the most potential? Is it a lack of character, a loss of mission clarity, or a failure in daily execution?
- If you audited your own life today, is your "Devotional" foundation (your inner strength) resilient enough to sustain the weight of your professional "Occupational" ambitions?

Chapter 2:

The Commitment Crucible

The Overview: The greatest enemy of leadership is not failure - it's Distraction. We are bombarded by "shiny objects" that promise easy wins but lead to a DNF (Did Not Finish). To succeed, you must move from passive intention to a "Commitment Crucible." This is the immovable guardrail that keeps you on the course when the initial excitement fades and the "mile 100" fatigue sets in.

The Leader's Reflection:

- Look at your team's current priorities. How many are "Shiny Objects" masquerading as essential goals? How much time is wasted chasing things that don't move the needle?
- How would your organization's culture shift if your team stopped being "interested" in quality and became "committed" to a singular, non-negotiable standard of excellence?

Chapter 3:

The START - R.A.C.E System

The Overview: This is your operational blueprint. It's the difference between "hoping to finish" and "planning to win."

- **START:** Vividly visualize the finish line before you take the first step.
- **RECOGNIZE:** Define your Why, Who, and How.
- **ALIGNMENTS:** Build your Personal Board of Directors.
- **CONCENTRATE:** Set the metrics (What, When, Where).
- **EXECUTE & AUDIT:** The daily binary check—did you show up?

The Leader's Reflection:

- Does every member of your team know exactly what their "finish line" looks like, or are they burning resources running toward a vague, moving target?
- As a leader, who are your "Alignments"? Do you have people in your life who have the explicit permission to call you out when your effort doesn't match your commitment?

The Performance Audit:

DNS, DNF, or PR?

The Overview: In this system, we use the language of the race to remove the emotion from performance and look at the data.

- **DNS** (Did Not Start): Intention without action.
- **DNF** (Did Not Finish): Commitment without perseverance.
- **PR** (Personal Record): Growth and improvement.

The Leader's Reflection:

- Be honest: How many high-stakes projects in your organization over the last six months resulted in a DNF because the system broke down?
- What is the true cost - to your bottom line and your team's morale - of allowing a culture of DNS (ideas that never launch) to persist in your leadership?

The Finish Line: Your Next Starting Line

Potential means nothing if you don't do anything with it. You've now seen the blueprint. You know that the way you've been taught to set goals is the very thing holding you back. When a leader masters their R.A.C.E., they don't just improve themselves; they elevate the standard of the entire organization.

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.

Call to Action:

Master the System

Master the System: Dive into the full START-R.A.C.E. system with the book. Get the deep-dive tools, the journal prompts, and the expanded execution blueprint.

THE BLUEPRINT:

Purchase The SUPERFANTASTIC Potential and begin the rigorous process of pursuing your potential.

Equip Your Team:

Don't run this race alone. Bring Gary Gregory to your next leadership seminar or keynote to transform your team from a group of "interested" individuals into a high-performing unit committed to their SUPERFANTASTIC potential.

Plan the RACE. RACE the Plan.