

The “Leadership Calling Card” Playbook

A Disciplined Blueprint to
Break the Gravity of Good
Enough and Curate Your
Identity

Tale of Two Badges

Imagine two leaders, Sarah and Mark. Both are Property Managers. Both have the same years of experience, the same budget constraints, and the same job description sitting in a HR folder somewhere.

On a Tuesday morning, a pipe bursts in Building 4, flooding three units.

Mark looks at his badge. He sees the title "Property Manager." He reacts. He calls the plumber because that's what his job description says to do. He emails his regional manager to complain about the aging infrastructure because that's what a "normal" person would do. He goes home exhausted, snapping at his spouse because he was a victim of a bad day. Mark is living in the Effect State. He is a thermometer, merely reflecting the chaos around him. He is meeting the minimum requirements of his title, but he is losing his soul to the Gravity of Good Enough.

Sarah also has the title of Property Manager, but she stopped letting that title define her years ago. Long before the pipe burst, Sarah pre-decided her Leadership Calling Card. She is The Resourceful.

When the water starts rising, Sarah doesn't just see a flood; she sees an opportunity to deploy her identity. She doesn't just call the plumber; she coordinates the onsite team with a level of calm and precision that lowers the blood pressure of every stressed resident in the lobby. She doesn't complain to her boss; she presents a three-step mitigation plan.

Sarah goes home, but she doesn't leave her "WHO" at the office. She brings The Resourceful to her family dinner, finding a creative way to connect with her teenage son. Sarah is the Affect. She is the Thermostat.

The difference between Mark and Sarah isn't their talent, their salary, or their luck. The difference is that Sarah realized a job title is a box someone else gave her, but her WHO is a covenant she gave herself.

Mark is managed by his day. Sarah manages her world.

Most leaders default to the minimum of their title because it's safe and "normal." But the leaders who pre-decide their WHO don't just add value to their companies - they add value to their own lives. They become the source of change the world desperately needs.

Tale of Two Badges

*Which leader did you
show up as today?*

The one who reacted to
the badge, or the one who
lived the WHO?

WHO is your team
showing up as?

Tale of Two Badges

Are you ready to stop
hiding behind your title
and start owning your
WHO?

Are you ready for your
team to stop hiding
behind their badges?

Introduction:

The Identity Crisis in Leadership

You have a job title.

You have a list of responsibilities.

You have a set of KPIs.

But when the pressure is high and the "Gravity of Good Enough" is pulling at your team, does your title provide the solution, or is it just a box you hide in?

Most leaders are living in the Effect State—reacting to the chaos of the day.

This **playbook** is your invitation to the Affect State, where you stop reflecting the temperature and start setting it. This is about your **Leadership Calling Card**: the one-word identity that transforms how you think, speak, and act.

Chapter 1:

The Gravity of Good Enough

The Concept: There is an invisible force pulling your team toward the minimum standard—the "Trap of Normalcy."

For You: Where have you personally settled for "good enough" in your leadership because the alternative felt too exhausting?

For Your Team: If you look at your organization, are people striving for excellence, or are they just trying not to get in trouble?

The Value: By identifying the "Gravity" in your office, you can finally build the escape velocity to leave it behind.

Chapter 2: Shifting from Effect to Affect

The Concept: A leader is either a Thermometer (reacting to the room) or a Thermostat (setting the room).

For You: When a crisis hits your desk, do you become the stress, or do you mitigate it?

For Your Organization: What would change if your managers stopped blaming "circumstances" and started creating "outcomes"?

The Value: Transitioning to the Affect State makes your value-add independent of your environment.

Chapter 3:

Pillar 1 - The Mindset Filter

The Concept: You find what you look for. Your mindset is the filter for every decision you make.

For You: What is the "Default Narrative" in your head when things go wrong? Is it helping you or hindering you?

For Your Team: Does your team operate with a "Loophole" mentality—looking for the exit—or a "Solution" mentality?

The Value: Curating a positive filter ensures that the input of the world doesn't dictate the output of your leadership.

Chapter 4:

Pillar 2 - The Power of E-Motion

The Concept: Active gratitude is the fuel for sustainable leadership.

For You: Is your "thank you" a generic habit, or is it a strategic tool you use to steward the environment around you?

For Your Organization: How much "Spirit of Offense" exists in your culture? Is pride preventing people from growing?

The Value: Implementing active gratitude creates a high-trust environment where the "Sprinkely" of extra effort becomes the norm.

Chapter 5:

Pillar 3 - The Accountability Imperative

The Concept: Accountability isn't a punishment from above; it's a covenant from within.

For You: Who holds you accountable when no one is watching? Is your current "standard" enough to reach your potential?

For Your Team: Does your team fear accountability, or do they embrace it as a tool for growth?

The Value: Moving to identity-based accountability means you no longer need to micromanage; the "WHO" manages the work.

Chapter 6:

Pillar 4 - Securing Your Alignments

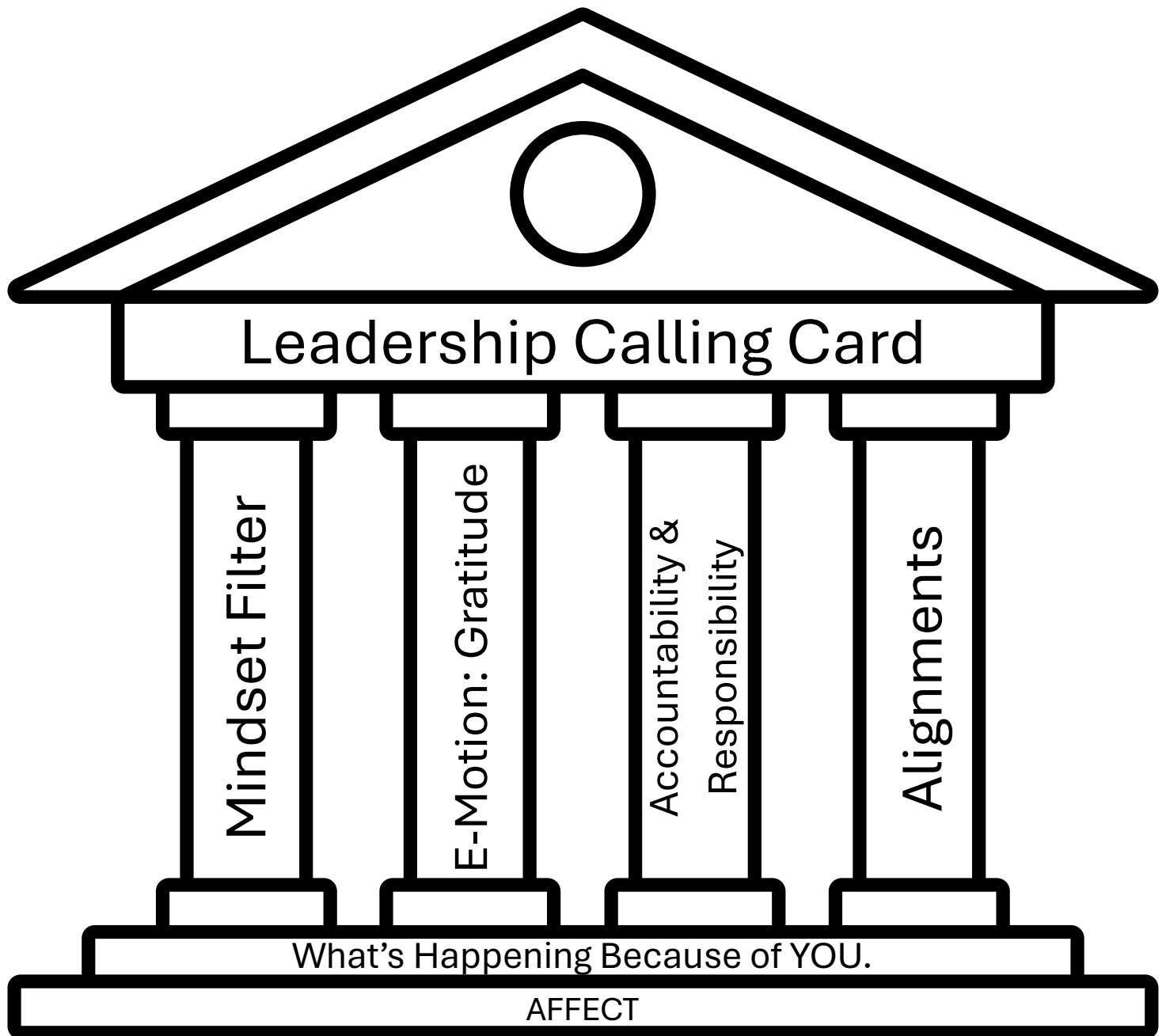
The Concept: You cannot lead in a vacuum. You need trusted partners to offer "Vulnerable Accountability."

For You: Do you have people in your life who have permission to tell you the hard truth about your leadership?

For Your Organization: Are your communication lines open, or is there a "feedback fear" culture?

The Value: Alignments provide the external validation needed to ensure your "WHO" stays authentic and operational.

4 Pillars: What's Happening Because of You.



Chapter 7 & 8:

The Calling Card & Confidence Check

The Concept: Your Calling Card is a single adjective - your "I AM" - that defines your brand.

For You: If your job title was stripped away today, what one word would represent the value you bring to every room you enter?

For Your Team: If every person on your team had a one-word Calling Card visible on their desk, how would that simplify communication and expectations?

The Value: The Calling Card provides an instant decision-making filter for Thoughts, Words, and Actions.

WHO Adds Value: More Than a Word

PERSON

WHO

PRESENCE
INTEGRITY
INFLUENCE

OBJECT

**WHAT
WHEN
WHERE**

SCOPE
CONTEXT
OUTCOME

ADDS
VALUE TO

Chapter 9 & 10:

The Workshop - Curating the Identity

The Concept: We move from aspirational wishes to operational realities using the 80/20 Rule.

For You: Are the values you claim to have actually observable in your behavior 80% of the time?

For Your Organization: Are your corporate values "wall decorations" or "workplace filters"?

The Value: This process ruthlessly eliminates the "Loophole" of aspiration and leaves you with a battle-tested identity.

Chapter 11 & 12:

Leading with WHO - The Lifetime Commitment

The Concept: The TWA (Thoughts, Words, Actions) framework ensures your identity translates into impact.

For You: How will you ensure your "WHO" remains a covenant a year from now, and not just a conference memory?

For Your Organization: What would the ROI be if your leaders committed to a lifetime of "Affect" rather than just a season of effort?

The Value: Closing the Loophole ensures that your leadership becomes your legacy.

Call to Action:

Are You Ready to SHIFT?

This playbook is just the starting line. To truly curate the **WHO** that your team, your family, and your organization deserve, you need the full blueprint.

1. OWN THE BLUEPRINT:

Get your copy of The SUPERFANTASTIC WHO today and start the workshop.

2. INVITE THE AFFECT:

Bring the "Mr. SUPERFANTASTIC" experience to your next leadership event or conference. Let's curate the identity of your entire organization.

The Gary Gregory.

"Create Your SUPERFANTASTIC!"