



# The Executive Advantage Equation: W/U + C/D = HPL

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**You overestimate what you are able to do in a day and underestimate what you can do in a year.**

Embrace the power of compound actions and engage in the simple and effective leadership fitness practice that provides the *executive advantage*. If you are reading this, it's because you have parked your ego and really want to *raise the bar* in how you influence your team and your environment. This high performance practice is used by the world's best athletes to accelerate their results, so why wouldn't you?

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**Warm-up (W/U) + Cool Down (C/D) = High Performance Leadership (HPL)**

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## Your Warm-up

Don't fall into the unconscious trap of running into your day without a proper warm-up. High-performance athletes warm-up before they engage in challenging training exercises. High performance leaders warm-up before engaging in their daily leadership. Far too many leaders simply jump into their day and increase the likelihood of injury at the first hurdle. So, do it right and start your day with a *solid foundation*. Every interaction of your day is an exercise in your leadership. Consider your warm-up a brief investment of time that increases the likelihood of you making a better, more consistent impact. This practice will help you recover quicker, even if you get blindsided by the unforeseen during the day.

## **Why settle for average when you can strive for excellence?**

**OBJECTIVE:** Enhance your leader fitness by exercising extreme intentionality.

**SAMPLE QUESTION SET:** Below are the most common questions leaders we work with use. Review these questions to stimulate thought on what *your* warm-up questions might be and choose 4-5 that feel best.



1. Why do I choose to lead?
2. What is my brand promise?
3. How will I specifically express this today?
4. If I only do one thing today, what should it be? Why is it important?
5. What skill do I need to exercise today? Where and when will I do it?
6. What challenging situations do I need to meet head-on today?
  - a. What do I want the outcome to be?
  - b. What's the impact I want to have?
  - c. What do I know about myself that will help me do this well?
7. What perspective do I want to reframe *before* I start my day?
8. What viruses do I need to spread today?
9. What viruses do I need to inoculate against?
10. Today is an exercise - how hard will I push myself towards excellence?
  - a. What risks need to be taken to avoid Easy Street?
  - b. What micro-pain needs to be addressed before it becomes acute?  
How will I do it?
11. What do I want to create today?
12. Who do I need to thank or recognize today?
13. Who needs course corrective feedback now?
14. What do I need to remind myself of (values, mantras, intentions, guiding principles)?

## Next Steps

You've got your questions, now start experimenting. There are many ways to structure your warm-up. Here are a few examples:

- Book time in your calendar that links to a Google Form that records your answers
- Have your EA call you at a specific time each day to interview you
- Write in a journal
- Capture them in a program like Onenote, Evernote or a Google Doc
- Record a voice memo and play it on your commute to work



## Your Cool Down

Just like a good warm-up is important, your exercise isn't complete without something at the back end. Athletes cool down after exercise and assess the state of the union. High performance leaders reflect on the impact of their leadership so they can accelerate wisdom. Create time at the end of your day for a critical cool down. It allows you to challenge assumptions, analyze your performance and reflect on what's most important. This will, over time, enhance cognitive agility, ensure consistency in your leadership and allow you to deliver intentional impact in your environment.

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**"It's not what you don't know that will get you into trouble.  
It's what you know for sure that just ain't so." - Mark Twain**

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**OBJECTIVE:** Enhance your leader fitness and accelerate your wisdom.

**SAMPLE QUESTION SET:** Below are the most common questions leaders we work with use. Review these questions to stimulate thought on what your cool down questions might be and choose 4-5 that feel best.

1. What is my brand promise? How did I exercise this today?
2. What am I proud of?
3. What was most challenging today? What can I celebrate? What will I do different next time?
4. What perspective am I stuck in? What assumptions do I have that I need to be cautious about?
5. What obstacles showed up today that frustrated me?
  - a. What do I need to exercise as a result?
  - b. Why is this important?
6. What frustrations arose today that I need to take responsibility for?
7. What am I stressed out about that I need to let go of?
8. What am I taking control of that I need to delegate?
9. What will I do differently tomorrow?
10. What am I most proud of in how I showed up today?
11. Based on what happened today, what wants to happen?
12. What needs to be different tomorrow? How do I need to show up differently to make sure it happens?



13. What acute pain will I address tomorrow before it becomes chronic? How will I do it?
14. What will I make most important tomorrow?
15. Who will I thank or recognize today?

### Next Steps

You've got your cool down questions; now start experimenting. There are many ways leaders structure their cool down. Here are a few examples

- Book time in your calendar that links to a Google Form that records your answers
- Have your EA call you at a specific time each day to interview you
- Write in a journal
- Capture them in a program like Onenote, Evernote or a Google Doc
- Record a voice memo and play it on your commute home