

Micro-Mastery
THE COMPANION WORKSHEETS

CHAPTER
03

The Authority Apex

Where expertise, demand, and distinction converge



THE EXERCISE

The One-Sentence Test & Apex Statement Prompts

The Authority Apex is not a branding exercise. It is the strategic decision that shapes everything that follows — who you hire, what you refuse, how you are known, and why the market eventually stops comparing you to alternatives.

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The Authority Apex Diagnostic

Score each statement from 1 to 5. The diagnostic below is designed to reveal which of the three circles needs the most attention.

1 = NOT TRUE AT ALL · 3 = SOMEWHAT TRUE · 5 = COMPLETELY TRUE

1. EXPERTISE

When a complex problem in our area of strength lands on our desk, our team solves it with a depth and nuance that our competitors cannot match. _____ / 5

2. PATTERN RECOGNITION

Across our best engagements, we see recurring patterns clearly enough that we can diagnose a client's real problem faster than they can. _____ / 5

3. DEMAND

The problem we are best at solving is one our target clients describe as urgent, expensive, or unacceptable to leave unsolved — not merely nice to fix. _____ / 5

4. DIFFERENTIATION

We have a specific perspective, methodology, or approach that our clients can name back to us, in their own words, without being prompted. _____ / 5

5. RECOGNITION

If ten of our past clients were asked what we are the best in the world at, the answers would converge around a single, specific capability — not a menu of services. _____ / 5

TOTAL SCORE

_____ / 25

SCORE INTERPRETATION RUBRIC

20–25 APEX IS VISIBLE.

Refinement and protection — sharpen the language, build the pillars around it.

13–19 FOUNDATION EXISTS.

One or more circles needs deliberate attention. Look at the lowest-scoring question.

5–12 OPERATING AS A GENERALIST.

Not yet committed to a specific intersection. The diagnostic has revealed the distance.

The One-Sentence Test

Finish this sentence out loud, in under fifteen words. Not what you do. Not the industries you serve. The moment a client realizes they need you.

We are the organization you call when

If your answer runs longer than fifteen words, or if it requires explanation after you finish it, the apex is not yet sharp enough.

The three circles give you the architecture. The sentence gives you the verdict. If the architecture is right but the sentence still comes out mushy, the work left to do is language work.

– CHAPTER 3, THE AUTHORITY APEX





The Three Apex Prompts

Translate your diagnostic into the first draft of your Authority Apex Statement. A working draft, not a finished product.

PROMPT I · EXPERTISE

Looking at your highest-scoring expertise area, write one sentence describing the specific kind of problem your team solves better than almost anyone else.

PROMPT II · DEMAND

Looking at your clients and stakeholders, name the single market segment where that problem is most urgent — failure has the worst consequences and the budget is least negotiable.

PROMPT III · DIFFERENTIATION

Looking at your approach, write one sentence describing what you do differently that clients in that segment have actually noticed and commented on.

THE AUTHORITY APEX STATEMENT

We help [specific market segment] solve [specific urgent problem] through [specific differentiated approach].
