

The Positioning Gravity Framework

How legitimacy settles before it is acknowledged

Applied case: The Olandria Effect

Core principle

Legitimacy is not awarded by outcomes.

It settles through behaviour, placement, and coherence over time. Winning is optional. Gravity is not.

Why this matters

Positioning forms before it is publicly acknowledged.

By the time legitimacy is named, it has already been operating.

The Four Forces of Positioning Gravity

Positioning gravity forms when four forces align:

1. Outcome Detachment

Legitimacy decouples from formal success.

2. Behavioural Coherence

Seriousness is assumed, not narrated.

3. Institutional Framing

Authority is conferred through placement, not volume.

4. Reputational Friction

Backlash appears as legitimacy shifts.

Optimising one creates visibility. Aligning all four creates authority.

Aesthetic

Intelligence

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How to Read the Signals

Apply the framework by asking:

- Who is being treated as credible regardless of results?
- Is behaviour coherent without over-explanation?
- Which institutions are doing the framing?
- What kind of resistance is emerging?

When all four signals are present, gravity has already formed.

Closing principle

Legitimacy does not announce itself. It settles.

Not winning does not delay seriousness. It often accelerates it.

Positioning is not what you say. It is what others stop questioning.

