

Show Runner's One-Sheet: WholeCEO with Lisa G.

Guest: Paul Larche

Host: Lisa G. (Executive Coach & Performance Expert)

Date: Tuesday, Feb 17, 2026

Time: 5:30 PM EST

The Strategic Hook: "Mindset Fitness"

Lisa G. is a fitness and mindset coach for CEOs. Frame your behavioral psychology insights as ***"Mental Conditioning"**—the ultimate "Human Upgrade" in an AI-driven economy.

Core Talking Points & Strategic Answers

1. The Decision Trap

Question: Why do successful CEOs make irrational choices?

Answer: They're driving a manual car in automatic mode. The **Old Brain** is the automatic transmission—fast and instinctive. The **New Brain** is the manual shift. If you don't know how to **press in the clutch**, the Old Brain redlines your decisions based on ego or survival instincts.

2. The Press Secretary vs. The CEO

Question: How does this dynamic show up in leadership?

Answer: Most leaders think they are the CEO of their decisions. In reality, the Old Brain makes the choice in milliseconds, and the New Brain acts as the **Press Secretary**, rushing to the podium to explain why it was a "strategic" move. Real leadership is firing the Press Secretary and taking the wheel.

3. AI and the Primal Hijack

Question: How does AI tap into our instincts?

Answer: AI is built for pattern-matching—exactly what our Old Brain loves. Algorithms target **"The Big Three"**: Heart (belonging), Gut (scarcity), and Privates (status). In a world of algorithmic speed, **Metacognition** is the only human upgrade that AI can't replicate.

4. The "5-Second Pause" Hack

Question: What's one habit a leader can use today?

Answer: Mentally step on the clutch. Before responding to a high-stakes email or a boardroom conflict, wait 5 seconds. That is the time it takes for the logical gear to finally engage. It's the cheapest performance hack in the world.

Key Stories to Tell

- **The Capuchin Monkey Experiment:** Fairness isn't a corporate value; it's a biological reflex. If a team senses unfairness, their "Old Brain" will reject the mission, just like the monkey rejected the cucumber.
 - **The \$8 Million Panic:** (Use your story from Chapter 5) How a "napkin and a pen" acted as a gear shifter during your biggest career crisis.
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Quick Reference Facts

- **Experience:** 40+ years in Canadian broadcasting (KICX, The Dock) and agency leadership (Tyger Shark).
- **Accolades:** Rare **10/10 perfect score** from BookLife Prize 2025; Editor's Pick.
- **The Moat:** Logic is a commodity in an AI world. **Trust** is an Old Brain safety signal and your only true competitive advantage.

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