

THE METANOIA GROUP

MSA

Metanoia Strategic Advisory

The Core of the TMG Ecosystem

2026

T H E C O R E

Metanoia Strategic Advisory

Metanoia Strategic Advisory (MSA) serves as the strategic entry point to the full ecosystem of The Metanoia Group.

MSA is designed as a Strategic Advisory to the Principal service, intended to accompany leaders — founders, entrepreneurs, investors, and senior executives — in navigating complex decisions and architecting the integrated structure of their personal, business, and wealth systems.

Unlike traditional consulting models built around isolated projects, MSA operates as a continuous strategic deliberation system, in which the client benefits from an advisor who functions as:

- A second strategic mind
- An intellectual sparring partner
- A conceptual architect
- A decision integrator
- A detector of invisible risks

MSA does not replace operational execution or specialized project work. Its role is to elevate the quality of the client's strategic thinking, enabling decisions to be made with greater clarity, perspective, and systemic coherence.

I

SECTION I — WHAT MSA IS

What Metanoia Strategic Advisory Is

MSA is a continuous strategic advisory service designed for leaders operating in environments of high complexity.

The service helps clients align, protect, and strengthen three critical dimensions of their lives:

The Individual

- Personal leadership architecture.
- Strategic clarity.
- Psychological resilience.
- Coherence between personal and professional decisions.

The Enterprise

- Corporate strategy.
- Organizational architecture.
- Institutional resilience.
- Critical growth and transformation decisions.

Wealth

- Financial intelligence.
- Balance sheet resilience.
- Complex investment decisions.
- Strategic coordination of financial, legal, and tax advisors.

MSA functions as a platform for strategic thinking from which major decisions can be evaluated, designed, and supervised.

II

SECTION II — SERVICE PHILOSOPHY

Service Philosophy

Success generates complexity.

As leaders grow their organizations and assets:

- Critical decisions multiply
- Invisible risks emerge
- Strategic pressure intensifies
- The number of stakeholders increases
- The leader's focus becomes fragmented

In such environments, the core challenge is not lack of information. The core challenge is lack of strategic clarity.

MSA addresses this challenge by providing a structured space for strategic deliberation where the client can:

- Analyze complex decisions
- Evaluate alternative scenarios
- Identify hidden risks
- Detect strategic opportunities
- Integrate personal, business, and wealth decisions into a coherent system

III

SECTION III — THE TMG ECOSYSTEM

What MSA Enables

Through the strategic sessions of MSA, the client can activate projects within the broader TMG ecosystem.

Executive Architecture — Metanoia Executive Coaching

Architecture of the high-performing individual.

Projects: personal leadership architecture diagnostics, redesign of executive discipline and habits, resilience and mental clarity frameworks, strategic life architecture.

Organizational Architecture — Metanoia Business Consulting

Institutional architecture of the company.

Projects: organizational health diagnostics, corporate structure redesign, leadership team alignment, governance design, strategic planning frameworks.

Wealth Architecture — Metanoia Wealth Strategies

Strategic architecture of wealth.

Projects: wealth resilience diagnostics, international asset structuring, evaluation of complex investment opportunities, family office architecture, succession and continuity planning.

Executive Infrastructure — Metanoia Executive Services

Operational infrastructure for highly complex lives.

Projects: executive operational coordination, global logistical support, reputational protection, personal ecosystem management.

Professional Football Strategic Architecture — Metanoia Football

Strategic architecture within the professional football ecosystem.

Projects: career architecture for professional players, institutional diagnostics for football clubs, strategic advisory for sports investors.

IV

SECTION IV — SERVICE DELIVERY

Service Delivery Model

MSA operates through periodic strategic sessions, with the frequency and depth depending on the engagement tier selected.

These sessions focus on:

- Current strategic decisions
- Scenario evaluation
- Risk identification
- Conceptual solution design
- Coordination of strategic initiatives

The service prioritizes strategic clarity and intellectual rigor, not the production of lengthy reports.

V

SECTION V — ENGAGEMENT TIERS

Engagement Tiers

MSA offers four levels of strategic accompaniment, designed for different needs and moments in the leader's journey.

TIER 1

Founder Session

One strategic session per month · 90 minutes

\$500 per month

INCLUDES

- Light strategic preparation prior to the session.
- One structured strategic deliberation session.
- Discussion of key decisions and identification of relevant risks.
- Access for brief follow-up questions between sessions (WhatsApp or email).
- Strategic recommendations regarding important decisions.
- Priority access to contract projects within the TMG ecosystem.

CLIENT OUTCOME

Periodic strategic clarity. Access to a second strategic mind. Structured entry into the Metanoia advisory ecosystem.

TIER 2

Founder Advisory

Two strategic sessions per month · 90 minutes each

\$1,000 per month

INCLUDES

- Everything included in Tier 1, plus:
- Strategic support between sessions for relevant decisions.

- Review of important decisions: key hires, investments, strategic moves.
- Discussion of complex personal or business matters.
- Introductions to relevant experts or strategic connections when appropriate.
- Increased advisor availability for strategic discussions.

CLIENT OUTCOME

A continuous strategic sparring partner. Greater support in important decisions. Deeper strategic deliberation.

TIER 3

Principal Advisory

One strategic session per week · 90 minutes

\$2,000 per month

INCLUDES

- Everything included in Tier 2, plus:
- Priority availability for critical decisions.
- Real-time strategic discussions when significant events arise.
- Participation of the advisor in high-impact decisions.
- Conceptual coordination across individual leadership, enterprise strategy, and wealth architecture.
- Priority access to on-site Strategic Days when needed.

CLIENT OUTCOME

A continuous trusted advisor. Close support during critical decisions. Integrated strategic oversight across the client's entire system.

TIER 4

Strategic Architect

One deep strategic session per week · 180 minutes

\$4,000 per month

INCLUDES

- Everything included in Tier 3, plus:
- Deep architecture of the leader's enterprise and life system.
- Extended sessions for complex strategic challenges.
- Active participation in conceptual design of organizational structures.
- Conceptual evaluation of large-scale strategic opportunities.
- Maximum priority scheduling and direct access for urgent deliberations.

CLIENT OUTCOME

An advisor directly involved in architecting the client's personal, business, and wealth systems.

VI

SECTION VI — ADVISOR AMPLIFICATION LAYER

Advisor Amplification Layer

AI-Powered Capabilities for Strategic Advisors to the Principal

MSA integrates an AI-powered layer designed to enhance the performance, depth, and continuity of the Strategic Advisor — and to extend his presence into the spaces between sessions where the most consequential moments often arise.

This layer does not replace judgment. It strengthens it — systematically, continuously, and in real time.

1. Principal & Context Intelligence

Living strategic dossiers, dynamic context tracking, and continuous signal monitoring across relevant domains.

Every session begins with the advisor already deeply contextualized — not catching up, but arriving ahead.

The system tracks developments in the principal's business, industry, competitive environment, and personal situation between sessions, surfacing what matters before it is asked for.

2. Thinking Preparation & Advisory Depth

Structured intelligence briefs automatically prepared before each session.

Synthesizes recent developments, open decisions, outstanding commitments, and cross-vertical intelligence from every active TMG engagement with the principal.

Scenario modeling, counter-position analysis, and decision stress-testing available for high-stakes moments.

The advisor does not arrive to a blank canvas. He arrives to a fully prepared stage.

3. Adam — A Strategic Companion in the Room

Adam is a dedicated AI strategic companion, present in the ongoing advisory conversation, fully informed of all context, activated exclusively at the advisor's discretion.

Not a chatbot. A trained extension of the advisor's judgment — present but silent until called upon, and substantive when he is.

Participates in the three-way advisory dynamic — advisor, principal, and Adam — as a trusted senior presence.

Provides synthesis in the moment, frames analytical layers, manages session summaries, and detects signals between sessions for proactive outreach.

The principal receives more. The advisor gives more. Neither requires more hours.

4. Relationship & Trust Architecture

Every commitment — by the advisor and by the principal — is tracked, monitored, and surfaced before it falls through.

Relationship health monitored continuously: session frequency, engagement patterns, response dynamics, subtle signals of deepening or drifting.

Proactive value delivery is systematic — the right insight reaches the right principal at the right moment, before they think to ask.

The result is a relationship that compounds. Not because of effort alone — because of architecture.

5. Advisor Performance & Judgment Refinement

Learning loops, bias detection, and structured reflection refine judgment over time.

Patterns across engagements synthesized into proprietary insight: cross-vertical, cross-industry intelligence that only an advisor who sees the full system can generate.

That intelligence feeds thought leadership, sharpens positioning, and deepens intellectual authority with every engagement.

6. Practice Leverage

Pipeline visibility, engagement design, proposal generation, pricing clarity, and thought leadership development.

The operational and commercial infrastructure of the practice supported systematically.

The advisor thinks about principals. The system manages the practice.

VII

SECTION VII — SERVICE TERMS

Service Terms

What MSA Does Not Include

Production of extensive written reports.

Deep financial analysis or financial modeling.

Drafting of corporate documentation.

Operational execution or implementation of initiatives.

Technical audits or specialized diagnostics.

Note: these activities belong to specific projects executed within the specialized verticals of TMG.

How Projects Are Activated and Priced

A strategic issue is identified during an MSA session.

The conceptual scope of the project is defined.

A proposal is prepared outlining objectives and approach.

The project is executed under the relevant vertical.

Projects are priced separately from the MSA retainer and structured as independent strategic engagements.

General Service Terms

No mandatory minimum commitment period.

The first two months are offered at 50% of the standard fee when initiating the relationship.

Projects derived from advisory sessions are priced separately.

The advisory relationship is periodically reviewed to ensure continued alignment.

CLOSING PERSPECTIVE

The intellectual core of the ecosystem.

Metanoia Strategic Advisory represents the intellectual core of The Metanoia Group ecosystem.

Through MSA, the client gains:

- Strategic clarity
- A second mind at the highest level of deliberation
- Integration across personal leadership, enterprise strategy, and wealth architecture
- Access to a full architecture of specialized strategic capabilities

Strengthen the leader. Strengthen the enterprise. Strengthen the wealth system. All under a coherent architecture of high performance.

T H E M E T A N O I A G R O U P

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Structure stabilizes. Purpose directs. Adaptation sustains.