

THE
METANOIA
GROUP

*Antifragility Architecture
for the Leader, their Company, and their Wealth*

Person · Company · Wealth
Structure stabilizes. Purpose directs. Adaptation sustains.

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THE MOMENT

The world didn't enter a crisis. The world changed regimes.

The global order that existed between 1945 and 2020 was a historical anomaly — an unusually stable period that shaped the assumptions on which most people built their lives, their companies, and their wealth.

That order is over.

What replaced it is not a temporary crisis to be managed. It is a new regime — complex, nonlinear, where forces don't add but multiply.

SIX FORCES THAT REWROTE REALITY

- Decline of American hegemony and the end of the post-1945 institutional order.
- Collapse of truth as a shared reference. Perception now constructs reality.
- Social and institutional disintegration. Systems lost their capacity to coordinate.
- Fractured economic system. Structural debt, broken models, invisible accumulated risk.
- Physical and geopolitical limits. Energy, water, technology as variables of power.
- AI and labor displacement without precedent. Amplifier of all the other forces.

These are not events. They are regime changes. An event passes. A regime change rewrites normality itself.

Systems built for stability are not neutral in this environment. They are fragile.

THE REAL PROBLEM

At a certain level of success, the problem changes in nature.

It's no longer talent. No longer effort. No longer the quality of your advisors.

It's that no one — none of them — holds the vision of the complete system. Each works their lane. No one integrates the whole.

THE SUCCESSFUL LEADER TYPICALLY OPERATES WITH

- Multiple specialized consultants.
- Financial and wealth advisors.
- Lawyers, tax advisors, internal executives.
- Leadership coaches or advisors.

Each excellent in their lane. None seeing the complete system.

*And a system without integration is not a system.
It's a collection of parts waiting for the environment not to test them...*

THE USUAL RESULT

- Inconsistent decisions across domains.
- Misaligned efforts that cancel each other out.
- Invisible risks that no one detects because no one sees the whole.
- Lost opportunities due to lack of systemic coherence.
- A leader sustaining everything through personal effort — and feeling it.

The problem has no name in the market because the market doesn't solve it. It's called structural incoherence. And incoherence, under pressure, doesn't get corrected. It gets collected.

THE REFRAME

Chaos is not the problem. It never was.

The problem is misalignment with it. And that misalignment begins in the instrument that perceives — not in the environment that pressures.

METANOIA

From ancient Greek — does not mean improvement. It means a deep transformation of the mind. A reordering of how reality itself is understood.

Not in what you do. In how you see.

ANTIFRAGILITY

There are three ways a system responds to chaos:

- Fragile — breaks under stress.
- Robust — endures stress without changing.
- Antifragile — improves with stress.

Antifragility is not resilience. It is the capacity of the system to benefit from chaos.

Talent without structure is fragile.
Structure without purpose is rigid.
Purpose without adaptation is dangerous.

The three, integrated and coherent, produce something chaos cannot destroy.

Not consulting. Not coaching. Not isolated wealth management. An antifragility architecture for the leader, their company, and their wealth — as one integrated system.

THE ARCHITECTURE

The complete system operates on two axes that intersect.

THE FIRST AXIS — DOMAIN

The person who leads. The company they build. The wealth they generate.

Being → Doing → Having

This order is not practical — it is ontological. What is built outward cannot exceed what is ordered inward. The person comes first. Always.

THE SECOND AXIS — DEPTH

The structure of what exists. The purpose of why it exists. The adaptation of how it holds when the environment pressures it.

Structure stabilizes. Purpose directs. Adaptation sustains.

THE 9-CELL MATRIX — THE MAP OF THE SYSTEM

The intersection of both axes produces nine dimensions from which a system can be solid or fragile.

BEING — Person	DOING — Company	HAVING — Wealth
<p>1.1 — Anchored identity</p> <p><i>Who would you be if tomorrow you lost your title, your company, and 80% of your wealth?</i></p>	<p>2.1 — Real architecture</p> <p><i>Would your company perform equally well if you were absent for six months?</i></p>	<p>3.1 — System vs collection</p> <p><i>Has anyone reviewed your complete wealth system — not instrument by instrument, but as a system?</i></p>
<p>1.2 — Purpose of Being</p> <p><i>If your life worked exactly as you have it projected, would it be enough? Or would something still be missing?</i></p>	<p>2.2 — Purpose of the company</p> <p><i>If your company achieved everything it sets out to do in ten years, would the world be different in any way that matters to you?</i></p>	<p>3.2 — Purpose of wealth</p> <p><i>What would happen to your identity if tomorrow you lost 70% of your wealth?</i></p>
<p>1.3 — Metanoia</p> <p><i>When was the last time reality changed you deeply — not that you adjusted a plan, but that you changed how you see the world?</i></p>	<p>2.3 — Adaptive intelligence</p> <p><i>Did your company learn something structurally different from the last crisis — or did it learn how to survive that specific crisis?</i></p>	<p>3.3 — Patrimonial antifragility</p> <p><i>Was your wealth system designed for good times, or was it designed for bad ones?</i></p>

Most advisors work one or two cells. Mario works all nine — and more importantly: works the coherence between them.

THE MODEL

Six verticals. One system.

MSA integrates them. The other five execute. At the center of the model sits a single relationship: Metanoia Strategic Advisory. Not a service. The point from which the complete system is held, diagnosed, and activated.

MSA · Metanoia Strategic Advisory

The central relationship. The integrating core.

MSA functions as a second strategic mind, integrator of decisions, conceptual architect of the client's system, and detector of invisible risks. It operates as a continuous system of strategic deliberation. Not between sessions. Always.

MEC

The leader

Metanoia Executive Coaching

The architecture of the leader. The human foundation from which everything else emerges. MEC works the internal structure of the leader — clarity, resilience, coherence between values and decisions.

MBC

The company

Metanoia Business Consulting

From talent without structure to an institution that endures. MBC intervenes in the systems that determine whether a company can sustain, scale, and outlast its founder.

MWS

The wealth

Metanoia Wealth Strategies

From a collection of assets to a system with order and purpose. MWS builds the complete patrimonial system: structured for adverse scenarios, oriented by purpose, designed to endure.

MES

Operational infrastructure

Metanoia Executive Services

The operational support that frees the leader for what only they can do. MES provides infrastructure so that the leader's time and energy concentrate where they generate real value.

MFB

Professional football

Metanoia Football

The same principles. In one of the highest-pressure environments in the world. Career architecture for players, institutional architecture for clubs, strategic architecture for investors.

THE DIFFERENTIATORS

Three elements make it possible for this architecture to function at a level that didn't exist before.

01 — AI as Continuous Intelligence Infrastructure

Most firms use AI to improve their analysis. We use it for something different: a continuous intelligence layer that accompanies the leader, their company, and their wealth — not between sessions. Always.

At the center of that layer: three agentic advisory boards — one for the leader, one for the company, one for the wealth. Deliberating. Anticipating. Integrating. In real time.

It doesn't replace judgment. It transforms the quality from which judgment is exercised.

02 — Professional Football as Laboratory

Principles are easy to defend when the environment is favorable. TMG developed and tested them in an environment where it isn't: high-level professional football — where the margin of error is zero, the winner takes all, and the pressure is not episodic. It's permanent.

It is the most demanding high-performance laboratory in the world. And it is where our frameworks were forged.

What works there, works anywhere.

03 — A Dimension That Changes Everything

Optional and selective. Not introduced. Recognized.

Every system has a ceiling. The ceiling of the operator themselves. As long as you are the origin — you can construct stability, manage clarity, and maintain coherence. But all of it depends on your internal state under pressure.

TMG builds antifragility. But there is something far more powerful: not when chaos makes you stronger, but when you operate from a perspective that chaos cannot touch.

It is not for everyone. It is not introduced. It is not sold. It is only recognized — in those who are aligned toward a point of reference greater than themselves, and are ready for it to order not only their faith, but their entire life.

THE ARCHITECT

Mario Garza Livas

Chief Strategic Advisor · Founder · CEO, The Metanoia Group

To build antifragility architectures for leaders, companies, and wealth — in a complex, nonlinear world without stable rules — requires something that doesn't exist in the market:

Someone who simultaneously understands how a person is built and broken under pressure, how a company is structured and destroyed, how wealth is protected and lost, how an extreme high-performance environment operates, and how artificial intelligence can become decision-making infrastructure — not as a tool, but as a permanent layer.

Not from theory. From direct experience, in each domain.

EXPERIENCE IN EACH DOMAIN

The person

He has navigated the pressure of leadership firsthand, with real consequences.

The company

He has structured, scaled, and sold companies. Restructured real debt. Seen from the inside how a company collapses from architectural fragility — not from lack of talent.

Wealth

He manages his own portfolio in adverse markets — with advanced strategies, including derivatives. He understands the difference between a collection of instruments and a wealth system with order and purpose.

High performance

He operates in the international professional football ecosystem — zero-margin-of-error, permanent pressure. Where frameworks are forged or broken.

Artificial intelligence

Completing doctoral work in AI and Data Science at McCombs School of Business and EGADE — not as a credential, but as a genuine tool for what he is building.

*What makes TMG possible is not what Mario knows.
It is what Mario is —
someone who found his own correct order within chaos, and from that
place accompanies others in finding theirs.*

METANOIA STRATEGIC ADVISORY

The relationship with TMG begins here.

MSA is the strategic entry point to the complete ecosystem of The Metanoia Group. Not a project. A continuous relationship — designed as Strategic Advisory to the Principal.

MSA operates at four levels of accompaniment, according to the depth and frequency the moment requires.

<p>Founder Session 1 strategic session per month · 90 minutes</p>	<p><i>Periodic clarity and a second strategic mind.</i></p>	<p>US\$500 / month</p>
<p>Founder Advisory 2 strategic sessions per month · 90 minutes each</p>	<p><i>A constant strategic sparring partner for relevant decisions.</i></p>	<p>US\$1,000 / month</p>
<p>Principal Advisory 1 strategic session per week · 90 minutes</p>	<p><i>A continuous Trusted Advisor in your decision process.</i></p>	<p>US\$2,000 / month</p>
<p>Strategic Architect 1 deep strategic session per week · 180 minutes</p>	<p><i>An advisor who participates directly in the architecture of your complete system.</i></p>	<p>US\$4,000 / month</p>

CONDITIONS

- No forced commitment period.
- First two months at 50% upon initiating the relationship.
- Specialized projects (MEC / MBC / MWS / MES / MFB) are activated from MSA and quoted separately.

FOR WHOM

TMG is not for everyone.

It is for the leader who has already built something real — who operates in an environment that demands more than their current system can sustain, and who knows, honestly, that the problem is not their effort.

It is their architecture.

THE TMG CLIENT PROFILE

- Founders building companies that will outlast them.
- Investors structuring wealth that will cross generations.
- Executives navigating transitions that impact everything at the same time.
- Athletes and professionals building career and life simultaneously.
- Leaders who need someone who can see the complete system — and hold it firm while they advance.

THE NINE DIAGNOSTIC QUESTIONS

If any of these questions gives you pause — that is the entry point.

1 *Who would you be if tomorrow you lost your title, your company, and 80% of your wealth?*

2 *If your life worked exactly as you have it projected, would it be enough?*

3 *When was the last time you changed how you see the world — not the plan?*

4 *Would your company perform equally well if you were absent for six months?*

5 *If your company achieved everything it sets out to do in ten years, would the world be different in any way that matters to you?*

6 *Did your company learn something structurally different from the last crisis?*

7 *Has anyone reviewed your complete wealth system — not instrument by instrument, but as a system?*

8

What would happen to your identity if tomorrow you lost 70% of your wealth?

9

Was your wealth system designed for good times, or was it designed for bad ones?

The leader who arrives at this conversation before disruption forces them to is qualitatively different from the one who arrives during it.

Architecture is built in calm. Not under pressure.

THE CONVERSATION

Is your system correctly ordered?

Not your company. Not your wealth. Not your strategy. Your complete system — the person who leads, the company they build, the wealth they generate — as one integrated and coherent whole.

If the question seems obvious to you, it is probably not the moment. If the question gives you pause — if something in it stops you — then it is the moment.

HOW THE FIRST CONVERSATION WORKS

The first conversation is not a presentation. Not a pitch. No prior forms, no junior associates preparing the ground, no prefabricated frameworks waiting to be applied.

It is a direct diagnostic session — between the principal and Mario, without intermediaries — whose only objective is to answer one question:

Where is the real misalignment in your system? Not where you think it is. Where it actually is.

From that answer, the architecture emerges. And from the architecture, the work begins.

START THE CONVERSATION

Mario Garza Livas

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We strengthen the leader.
We strengthen their company.
We strengthen their wealth.

All under a coherent architecture of high performance.

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