



BRAIN CENTERS



# Executive Reset Workbook

*Fill the chair without filling your head.*

## **Leadership operating system**

v2.0 · June 2026 · For Robert & Brain Centers leadership

Prepared by AI Acrobatics · [brain-centers-luxury.vercel.app](https://brain-centers-luxury.vercel.app)

• MODULE 1

# The One Number

Chair fill and patients per month — the math that matters.



# The printing press math

Everything else is noise until these numbers are visible every week.

12–15%

CURRENT CHAIR FILL

14+

TARGET EXECUTIVE PATIENTS / MONTH

4–5

PATIENTS / MONTH TODAY

\$250K

MONTHLY REVENUE AT CAPACITY

*"It's a printing press – four patients an hour, twelve hours a day. The gap is ten executives."*

ROBERT JORDSHAUGEN · JUN 22, 2026

## ▮ THIS WEEK'S NUMBERS

Chair fill % (estimate)

Full-course patients booked this month

Executive self-pay inquiries this week

Consults held → full courses started (conversion)

Gap to target (14 – current = )

## MONTHLY REVENUE SNAPSHOT

METRIC	THIS MONTH	TARGET AT CAPACITY
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Executive full courses		14+
Avg revenue / course	\$18-19K	—
Chair hours utilized / week		48+
Monthly revenue (estimate)		\$250K

One number I'll report every Monday (pick one KPI above)

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• MODULE 2

# Stress & Decision Fatigue

Separate operator panic from pipeline truth.



# Before any big decision

The prior sales team didn't fail because the chair doesn't work. They failed because the pipeline wasn't visible and the message wasn't executive-grade. That's fixable — and it's not all on you.

## 8 THREE QUESTIONS

- Is this a **pipeline problem** (not enough qualified leads) or an **operations problem** (capacity, scheduling, staff)?
- Do I have **evidence** in the last 7 days, or am I reacting to anxiety?
- Can someone else own the **execution** while I own the relationship?
- Would I make this same decision after a full night's sleep?
- Is this urgent, or does it just **feel** urgent?

*"They weren't selling... costing me a fortune."*

ROBERT · ON PRIOR SALES TEAM

## WHAT I'M CARRYING THAT I SHOULDN'T

Stress level right now (1 = calm, 10 = overloaded)

List 3 tasks draining energy but not requiring Robert's voice

Evidence I have this week (inquiries, consults, wins — not feelings)

One thing I'll stop doing this week

Who I'm asking for help (name + what they own)



• MODULE 3

## Your 90-Day Reset

Foundation → content → distribution → nurture.



# 90-day acquisition reset

PHASE	WEEKS	FOCUS	DONE WHEN...
<b>1 · Foundation</b>	1-2	Site, SEO, GBP, HIPAA pages, Kiana onboarding	Luxury site live, legal pages complete, Kiana in comms loop
<b>2 · Content</b>	2-4	Hero video, short clips, executive landing, LinkedIn	Tour B-roll in market; executive page converting
<b>3 · Distribution</b>	3-6	SEO, YouTube, LinkedIn, paid (if approved), outreach	Weekly inbound inquiries tracked by segment
<b>4 · Nurture</b>	4+	AI concierge, email/SMS, booking path, CRM hygiene	Speed-to-lead under 5 min; pipeline tagged

## 📅 MY TOP 3 PRIORITIES THIS MONTH

Priority 1 — outcome + owner

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Priority 2 — outcome + owner

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Priority 3 — outcome + owner

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What I'll say no to in order to protect these

## PHASE GATE (CHECK WHEN COMPLETE)

- Foundation** — site live, legal pages, Kiana in comms loop
- Content** — tour B-roll, executive landing, LinkedIn cadence
- Distribution** — weekly inbound tracked by segment



• MODULE 4

## Pipeline Clarity

Four segments. One dashboard. No guessing.

# Four segments – what good looks like

<p><b>Executive fly-in</b></p> <p>Four days, drug-free, discreet. \$18–19K full course. Target: C-suite, founders.</p>	<p><b>Premium self-pay</b></p> <p>UTC/La Jolla locals. "A magnet, not a molecule." Skip insurer fail-first.</p>
<p><b>Veterans</b></p> <p>Tricare-covered depression comorbid with PTSD. Served you — now we serve you.</p>	<p><b>Families-as-buyer</b></p> <p>Parents and spouses who noticed first. Give him a reason to try.</p>

## ☰ PIPELINE SNAPSHOT (FILL WEEKLY)

SEGMENT	NEW LEADS (7D)	CONSULTS BOOKED	FULL COURSES STARTED	TOP SOURCE
Executive				
Self-pay				
Veteran				
Family				

Biggest pipeline gap this week

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One segment I'll focus outbound on this week

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Lead I'm personally following up (name + next step)

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## Weekly rhythm

Same three touchpoints every week. No reinventing the operating system.

DAY	RITUAL	TIME	DONE?
<b>Monday</b>	KPI scan — chair fill, inquiries, consults booked	15 min	<input type="checkbox"/>
<b>Wednesday</b>	Pipeline review — segment by segment	30 min	<input type="checkbox"/>
<b>Friday</b>	Wins + blockers — what shipped, what's stuck	20 min	<input type="checkbox"/>

### FRIDAY WINS & BLOCKERS

3 wins this week

Top blocker (and who can unblock it)

Delegated to AI Acrobatics? (CRM, content, site, agents)



# Stop · Start · Delegate

## ROBERT OWNS

- Executive relationships & proof stories
- Kiana alignment & mission voice
- Clinical credibility in conversations
- Final approval on positioning

## DELEGATE

- Site, SEO, landing pages
- CRM tags, hygiene, nurture sequences
- Content edit & tour asset production
- Chat agent, intake routing, reporting

## MY DELEGATION MAP

TASK / AREA	OWNER	DUE	STATUS
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>

I will stop doing:

I will start doing (one new habit):

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Handing to AI Acrobatics this week:

One relationship-only call I'll make personally:

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# Execution lane

You run relationships and clinical proof. The execution lane runs everything that scales without your voice.

## WHAT AI ACROBATICS RUNS SO YOU DON'T HAVE TO

- **Digital surface** — luxury site, SEO, segment pages, verify-coverage flow
- **CRM hygiene** — tags, next actions, segment fields, pipeline dashboard
- **Content production** — tour B-roll → hero video → shorts → LinkedIn
- **AI agents** — chat concierge, intake routing, nurture automation (BAA-gated)

Per service agreement · No new tiers · Value-first partnership

*Finish each week knowing exactly what to do Monday — and what's already handled.*

[DOWNLOAD LATEST VERSION →](#)

brain-centers-luxury.vercel.app/resources/executive-workbook  
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