PODCAST & RADIO GUEST

Let's Provoke Your Brilliance!

Practical conversations on leadership, mindset and growth with strategic business & life coach, Vistage Chair and best-selling author Machen MacDonald.



Machen MacDonald

What your listeners will take away

01

Get out of their own way

Why smart people know what to do but still don't do it, and how to turn fear and self-doubt into clarity and confidence.

02

Find hidden profit leaks and seal them up

Every small business is quietly leaving money on the table. Machen's Sweet 16 pinpoints exactly where profit is leaking and how to seal it, one improvement at a time.

03

Grow without burning out

How to scale sustainably and balance purpose, profit and personal well-being.

04

Lead with accountability

What separates good leaders from great ones, and how to inspire accountability and creativity without micromanaging.

Machen brings real-world stories, simple frameworks and energy that keeps a conversation moving. Listeners leave with ideas they can put to work the same day.

QUESTIONS HOSTS LIKE TO ASK

- You talk about helping people "provoke their brilliance." What's holding most leaders back?
- Where are most small businesses leaking profit, and how do they seal it up?
- What's one mistake you see small business owners make over and over?
- Why do so many smart people know what to do but still struggle to do it?
- When growth stalls, is it a mindset problem or a strategy problem?
- How can leaders inspire accountability without micromanaging?

ABOUT MACHEN

Machen MacDonald is a strategic business & life coach, Vistage Chair, keynote speaker and best-selling author of nine books, including *The M.A.G.I.C. Essentials of Elevated Leadership*. He has coached CEOs, business owners, executives and sales professionals since 2001 and founded ProBrilliance Leadership Institute in 2003. He has founded six companies and spent 15 years in financial services as an advisor, field manager and home office executive.

Book Machen for your show.

Contact Machen today machen@probrilliance.com (530) 273-8000 probrilliance.com/machen-on-podcasts

HOST PREP SHEET

Machen MacDonald

Founder, ProBrilliance Leadership Institute · Grass Valley, California · probrilliance.com

SUGGESTED ON-AIR INTRODUCTION (30 SECONDS)

"Our guest today is Machen MacDonald, founder of the ProBrilliance Leadership Institute in Grass Valley, California. He's a best-selling author, strategic business coach, Vistage Chair and leadership mentor who helps entrepreneurs and executives unlock their potential and find both success and satisfaction. With a background in building multiple companies and leading in the financial services industry, Machen brings a powerful blend of real-world experience and human insight to his work. Please welcome Machen MacDonald!"

FULL BIO

Machen MacDonald is a strategic business & life coach, Vistage Chair, author and speaker who helps CEOs, business owners, entrepreneurs, executives and sales professionals unlock their full potential. Since 2001 he has helped thousands of professionals gain clarity of purpose, sharpen their focus and put systems in place that accelerate both business results and personal fulfillment.

Machen has founded six companies and spent 15 years in financial services as an advisor, field manager and home office executive. That mix of real-world business experience and insight into what drives people gives him a grounded, practical approach. He is the best-selling author of nine books, including *The Power of Coaching* series and *The M.A.G.I.C. Essentials of Elevated Leadership*, a Certified MindScan® Consultant, and chairs a Vistage peer advisory group for CEOs and business owners in Northern California.

Machen and his wife Laura live in Grass Valley, California, and have three adult children.

TOPICS & EXPERTISE

- The psychology of performance and mindset mastery
- Turning fear and self-doubt into clarity and confidence
- Building teams and systems that support creativity
- Balancing purpose, profit and personal well-being
- Scaling a business without burning out
- Peer advisory groups and why leaders shouldn't lead alone

MORE QUESTION STARTERS

Leadership & legacy

- You lead a Vistage group of CEOs. What separates a good leader from a great one?
- What does a truly "brilliant" life look like to you?

Community & connection

- What makes the Grass Valley business community special?
- How can small-town entrepreneurs use community relationships to compete with big-city players?

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