

# GREATER THAN — Podcast One-Sheet

**Subtitle:** Simple Equations for Sharper Decisions

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**Tagline:** YOU > YOU

## Hook

30 binary mental models (“X > Y”) that help people cut through noise and choose better—fast. Each chapter includes an **Antithesis** (when the other side wins) and real stories to ground the model.

## Talking Points

- Decision fatigue in an age of abundance
- The 90/10 rule: choose the left side by default, learn the exceptions
- Why *Systems* > *Goals* for real outcomes
- How *Focus* > *Hustle* saves teams from motion theater
- Why *Reflection* > *Consumption* cures info-besity
- How *Signal* > *Noise* helps cut through data overload
- Why *You* > *You* is the only race worth winning

## Sample Questions

1. What are “binary mental models” and why now?
2. When does the **Antithesis** side win—and how do we know?
3. How can teams use these equations as a shared language?
4. What’s one small change listeners can make today?
5. What’s your favorite “>” equation and why?

## Audience Takeaways

- A pocket framework for everyday decisions
- Practical filters to apply in 20 seconds
- A way to share clarity across teams and families

## Short Bio

Mustafa is an entrepreneur and systems thinker. He builds tools for clarity, collaboration, and better decisions. He writes in plain language and designs frameworks people actually use.

## Book Details

- **30 chapters** covering 30 binary mental models
- ~40-50k words, short chapters (2-4 pages each)
- Formats: Paperback, EPUB
- Includes: Tear-out Cheat Sheet, Discussion Guide, Mental Gym Worksheet

## Contact

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