Monthly Coaching Call Summary
10 Feb 2025

The Neuroscience of Storytelling with Vince Tan

This document is exclusively intended for the education and benefit of members of the Vince Tan Mastermind only.

AI meeting summary:

The coaching session focused on several key topics aimed at enhancing storytelling skills among participants. The meeting began with the announcement of a Mastermind Retreat scheduled for April, featuring speaker Anson, who has expertise in crypto trading, highlighting the importance of networking. A new monthly format for Mastermind University was introduced, showcasing entrepreneurial stories and pre-recorded training sessions. The session delved into the neuroscience of storytelling, stressing the significance of unexpected changes and the concept of the "core lie" for character development in narratives. Participants learned about the two levels of storytelling—the outside story and the inside story—and were provided a checklist to evaluate story effectiveness. A five-part storytelling blueprint was shared, along with a comparison of typical versus compelling storytelling to illustrate the need for authenticity and transformation. Concluding remarks included challenges for participants to create their own stories using the framework and share their top learnings to foster community engagement. Action items were set to confirm attendance for the upcoming retreat, participate in networking sessions, and contribute stories to the group chat.

Notes:

🎯 Mastermind Retreat Announcement (00:02 - 09:33)
- Mastermind Retreat happening in April, second week
- Anson (Lamborghini boy) confirmed as speaker
- Anson built crypto algorithmic trading system
- Possible attendance of top online marketer
- Emphasis on networking and genuine conversations

📊 New Monthly Format (09:33 - 21:56)
- Introduction of entrepreneur series in Mastermind University
- Joy Wang from wedding gown e-commerce to be featured
- Importance of networking sessions for new members
- New pre-recorded format to deliver more trainings
- Challenge to create and share stories based on new learning

🧠 Neuroscience of Storytelling (21:57 - 32:23)
- Brain's addiction to stories and changes
- Importance of change in perception and storytelling
- Dopamine release with unexpected changes
- Corporate stories often fail due to predictability
- Need for significant changes in storytelling

🎭 Core Lie in Storytelling (32:23 - 41:10)
- Concept of 'core lie' in character development
- Importance of flawed characters in storytelling
- Examples of core lies in business contexts
- How to spot business lies and patterns

📊 Two Levels of Storytelling (41:10 - 50:33)
- Outside story (what happens) and inside story (what it means)
- Examples of outside and inside stories in business contexts
- Importance of connecting outside and inside stories

🔍 Story Checklist and Diagnostics (50:33 - 01:01:26)
- Four key elements: core lie, outside story, inside story, changes
- Diagnostic tool to check story effectiveness
- Importance of real changes and clear core lines in stories

📝 Storytelling Blueprint (01:01:28 - 01:10:48)
- Five-part blueprint for crafting compelling stories
- Example of tech founder story using the blueprint
- Emphasis on filling in details to make stories compelling

🔄 Story Transformation Example (01:10:48 - 01:21:42)
- Comparison of typical vs compelling storytelling
- Demonstration of how to apply the storytelling blueprint
- Importance of including struggles and transformations

🏆 Implementation and Practice (01:21:42 - 01:32:20)
- Challenge to create stories using new framework
- Emphasis on practice to improve storytelling skills
- Reminder of four key elements in compelling stories

🎓 Closing Remarks and Assignment (01:32:21 - 01:40:47)
- Stories as carefully built machines to create change
- Assignment to share top three learnings and implementation ideas
- Encouragement to contribute to community learning

Action items:
- Confirm attendance for Mastermind Retreat in April (01:55)
- Join networking sessions, especially new members (13:31)
- Create a story based on the new storytelling framework and share in the group chat (38:40)
- Share top three learnings and implementation ideas in the strategy chat room (39:29)