The Architecture of Stories That Change Hearts & Minds

Vance Crowe
WHY AM I HERE?
The Man on the Box
The science is not enough.
Why some stories last

ARCHETYPAL
"I aimed at the public's heart, and by accident I hit it in the stomach."

-Upton Sinclair
The Hero’s Journey

Tribes

Opinion and social signaling

- Social learning leads groups to synchronize opinions
- Opinions signal group loyalty

→ people should optimize for agreement with peers
→ best opinion forming system looks for normatively “right” opinion, not truth

Joscha Bach
Computational Meta-Psychology
@Plinz
memes  = culture
The Most Intolerant Wins: The Dictatorship of the Small Minority

“The Intransigent Minority”
The Meatrix
You are not the hero
the listener is the hero.

You are the mentor.
An external goal

Win
Stop
Retrieve
Escape

Eric Edson
The Story Solution
An internal goal

What the hero wants must conflict with the hero needs.

K.M. Weiland
The Character Arcs
Dragons have gold.
Heroes vs. Villains
Sacrifice creates meaning.
The old self dies.
THE VANCE CROWE PODCAST

Fred Perlak: Monsanto Scientist
Transcendence
CONCLUSION
As a brand, you are the mentor.

Podcasts can be mentorship at scale.

@JerodMcDaniel
Ag Uncensored
When you slay dragons, you have a story to tell.
Questions?

@VanceCrowe