

Advanced Content Models:

Think, Teach, and Coach at a Higher Level

Quick recap

The meeting focused on Eben teaching advanced content models to help with content creation and coaching. Eben introduced five advanced models beyond the standard "why, what, how, what if" framework: Inner Game/Outer Game, Physical/Emotional/Conceptual dimensions, Triune Brain model, Past/Present/Future temporal dimension, and Context/Content differentiation. The group discussed practical applications of these models, with Stuart sharing his work on developing verb categories for resume differentiation and receiving feedback from Ali about creating shorter video lead magnets. The conversation also included a brief discussion about Anthony's recent freediving experience, where he held his breath for 10 minutes and 32 seconds.

Summary

Historical Currency Transformation Discussion

Eben shared his collection of historical money and objects to demonstrate the concept of transformational objects. He explained how different currencies have evolved over time, including the transition from gold-backed money to the current fiat system. Eben noted the historical shift from "gold certificate" to "Federal Reserve note" on dollar bills and observed that removing "In God We Trust" from currency might signal economic trouble. The discussion included a brief mention of Stuart's dinner with clients from competing technology companies.

Fiat Currencies and Content Models

Eben discussed the concept of fiat currencies eventually going to zero, using Zimbabwe's hyperinflation as an example, and explained why Bitcoin is valuable due to its fixed supply. He then introduced the topic of advanced content models, specifically the "Inner Game, Outer Game" model, which he explained as distinguishing between internal processes and external behaviors. Eben emphasized the importance of using multiple content models to effectively organize and access knowledge, and he planned to share four additional advanced models in their upcoming session.

Triune Brain Teaching Model Introduction

Eben introduced a categorization model using the triune brain dimensions of physical, emotional, and conceptual aspects to help structure teaching content. He explained how these

dimensions build on each other like a pyramid, with physical being sequential and material, emotional covering feelings and relationships, and conceptual dealing with mental representations and vocabulary. Eben illustrated the application of this model by discussing how it could be applied to dog training, relationship advice, and even technical skills like archery, emphasizing how breaking down content into these dimensions creates unique insights that separate expert teachers from others.

Coaching Framework Dimensions Discussion

Eben led a discussion on categorizing coaching approaches into physical, emotional/social, and conceptual dimensions, as well as past, present, and future temporal dimensions. Hristo provided an example of using this framework with a nutrition coaching client, where they would practice entering a coffee shop to observe feelings without making a purchase. Eben explained how dividing tasks into these categories helps both coaches and clients organize and make sense of complex situations, whether in coaching or content creation.

Thought Leadership and Information Models

Eben discussed the concept of thought leadership, defining it as someone who explores future mental spaces and shares insights with others. He introduced several models for categorizing information, including past, present, and future approaches, and explained how these could be applied to coaching and content creation. Eben also introduced the context and content model, emphasizing the importance of considering surrounding circumstances rather than just the content itself, using examples like managing triggers in specific situations.

Context in Achieving Desired Outcomes

Eben and Hristo discussed the importance of context in achieving desired outcomes. Eben explained that context refers to the setup or environment needed for success, while content refers to the specific actions taken. Hristo provided examples of how understanding the context can lead to more effective solutions, such as adjusting nutrition instead of focusing solely on calorie burning. They agreed that identifying the contexts needed by ideal clients can help in creating successful strategies.

Freediving Training Experience Share

Anthony shared his experience of holding his breath for 10 minutes and 32 seconds during a week of training with a world-record attempting freediver. He explained that the training focuses on increasing lung capacity and regrowing lung tissue, with participants typically seeing a 20-30% increase over 90 days. Anthony noted that the breath-hold experience was peaceful and relaxing, with the instructor stopping the attempt when Anthony first felt the sensation of wanting to breathe, rather than when gasping for air.

Model Differentiation Framework Development

The team discussed the sources of different models presented by Eben, including David Colby's work and Timothy Galloway's "Inner Game of Tennis." Stuart shared his work on developing graphics to represent overlapping models, focusing on specific word categories to help individuals differentiate themselves in resumes and interviews beyond common verbs like "designed" or "managed." He demonstrated a detailed framework with subcategories for cognitive, interpersonal, and self-managed qualities, showing how it could provide more specific verbs for resume bullets.

Resume Differentiation Strategies Discussion

Stuart discussed strategies for incorporating inner game elements into resume creation, explaining how specific verbs can guide interviewer questions and differentiate candidates. Ali suggested creating a micro-lead magnet consisting of a short video explaining one category of differentiating verbs, accompanied by a PDF containing a small set of actionable words that prospects can copy-paste into their resumes. Stuart agreed to this approach, planning to create a 2-minute video explaining a single verb category with supporting examples, while keeping the PDF focused on specific actionable words.

AI Resume Analyzer Strategy Discussion

Stuart discussed his AI resume analyzer tool and lead magnet strategy with Ali and Anthony. Ali advised Stuart to focus on getting the content live quickly rather than overcomplicating the interface, suggesting he start with prepared chat instructions similar to how Eben demonstrates in their classes. Stuart explained his program structure, which includes four tiers ranging from simplified access to one-on-one consulting, with the backbone being 20 different worksheets supported by video lessons. He noted that while he has developed an AI component, he plans to launch with traditional content first before fully integrating the AI features.

Executive Resume and Interview Strategies

Stuart discussed his approach to helping executives with resumes and interviews, explaining that he offers up to 2 hours of direct support and focuses more on mock interviews than resume writing. Ali shared his strategy of prioritizing quick publication over perfection, drawing inspiration from Eben's 80-20 rule and emphasizing the importance of taking small efforts that yield significant results. Stuart described how he helps executives differentiate their resume language by providing verb lists categorized around intrinsic qualities, adaptability, and analytical skills rather than generic terms like "led a team." Eben suggested Stuart create content highlighting how common resume phrases like "I led a team" actually convey sameness to employers and promote his specialized verb lists.