

Fixed vs Growth Mindset Vyond Video Storyboard

Target audience: Anyone who would like to learn the difference between Fixed and Growth mindsets.

Learning Objectives:

By the end of this course, the learner will be able to:

- identify a fixed mindset
- identify a growth mindset
- explain the difference between fixed and growth mindsets

Video Length: about 3-5 minutes

G: Greg F: Freddy C: Customer N: Narrator M: Manager

Reviewer Notes: Please approve the narration or suggest changes. Please also check on-screen text. Leave comments in the right-hand column.

Scene 1:			
Audio:	On-screen Text:	On-screen Graphics:	Comments:
N: Welcome. This is the story of two brothers. (1) Meet Freddy. He has a fixed mindset. (2) (3) And this is his twin brother, Greg. Greg has a growth mindset. (4) Both brothers work at Grounds Galore Coffee Shop. Let's see how their different mindsets effect their daily work experiences.	Title: Mindsets Fixed vs Growth	Title is shown at the top of the screen only when the characters are shown outside the front of the coffee shop. Background setting is the outside of a coffee shop. The sign on the coffee shop reads Grounds Galore. Two identical characters stand in front of the coffee shop, waving. One (Freddy) wears a red shirt. The other (Greg) wears a green shirt.	

		<p>(1) Camera zooms in on Freddy (red shirted character) showing him from mid-torso up within an oval shape. A banner appears at the bottom of the oval that says "Freddy". Freddy has a neutral expression.</p> <p>(2) Camera zooms back out to original scene of two identical characters in front of the coffee shop.</p> <p>(3) Camera zooms in on Greg (green shirted character) showing him from mid-torso up within an oval shape. A banner appears at the bottom of the oval that says "Greg". Greg is smiling and waving.</p> <p>(4) Camera zooms back out to original scene of two identical characters in front of the coffee shop.</p>	
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Scene 2:			
Audio:	On-screen Text:	On-screen Graphics:	Comments:
<p>G: Good morning. What can I get for you today? C1: I know it's not on your menu, but could I please have a</p>		<p>Scene is inside the coffee shop. Greg is behind the counter waiting on customers. A customer walks up to the counter to order as</p>	

<p>large mocha caramel latte with sweet cold foam? G: Ok. I think I can do that for you. Give me just a moment please. C1: Thank you. N: Greg's (1) growth mindset allowed him to (2) accept the challenge of taking on something that is not on the coffee shop's menu. (3) He knows that he can improve his talents by putting in a little effort and learning new things. Let's check in on Freddy.</p>	<p>(1) Growth Mindset (title in banner) (2) Accepts challenges (3) Knows he can improve talents with effort and learning</p>	<p>another walks away. Greg and customer are both happy. After Greg and customer complete their conversation, the narrator pops in as a talking head in a circle in the corner of the screen. The background dims. Text appears over the dim background as the narrator speaks.</p>	
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Scene 3:			
Audio:	On-screen Text:	On-screen Graphics:	Comments:
<p>F: Good morning, sir. What can I get for you today? C2: Well, I think I'd like a medium caramel vanilla cold brew with whipped cream please. F: I'm sorry sir, but that's not on our menu. I don't know how to make that. C2: Could you please try? I'd be quite appreciative. F: Sorry sir. I can't do it. C2: Ok, I guess I can settle for a black coffee, then. I'll just go somewhere else next time.</p>		<p>Scene is inside the coffee shop. Freddy is behind the counter waiting on customers. A customer walks up to the counter to order as another walks away. Freddy and customer both have neutral expressions. Customer's expression turns angry as they speak the last line of dialogue. After Freddy and customer complete their conversation, the narrator pops in as a talking head in a circle in the corner of the screen. The background dims. Text</p>	

<p>N: Oh no. Freddy's (1) fixed mindset lost him a customer. He (2) didn't want to accept the challenge because he (3) didn't want to fail and (4) gave up too quickly. What a shame! Maybe he can recover with the next customer.</p>	<p>(1) Fixed Mindset (title in banner) (2) Avoids challenges (3) Ashamed of failure (4) Quickly gives up</p>	<p>appears over the dim background as the narrator speaks.</p>	
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Scene 4:

Audio:	On-screen Text:	On-screen Graphics:	Comments:
<p>M: Hey Freddy, can you come over here a minute please? F: Sure, boss. What's up? M: Listen, thank you for cleaning up the kitchen last night before you left. Next time, though, could you please remember to take out the trash? It smelled up the whole kitchen overnight. It was gross when I came in this morning. F: What? I didn't know I was supposed to take out the trash too. How was I supposed to know that? I never do anything right. N: There goes Freddy's fixed mindset again. Even the smallest bit of criticism is taken as a personal attack. The boss was just offering a little feedback to help Freddy learn</p>		<p>Scene is in the coffee shop kitchen. Manager is on screen at beginning with a neutral expression. Freddy enters scene when called with a happy expression. Freddy's expression turns confused when he speaks his last line.</p> <p>After Freddy and Manager complete their conversation, the narrator pops in as a talking head in a circle in the corner of the screen.</p>	

and grow, but that's not how he took it. I wonder how Greg would react to some constructive criticism.

Scene 5:

Audio:	On-screen Text:	On-screen Graphics:	Comments:
<p>M: Hi Greg, can we chat for a moment?</p> <p>G: Sure, boss. What can I do for you?</p> <p>M: You're doing a great job. I just have one thing. When you mop the floor at night, could you please make sure you rinse it really well? There has been some soap left and the floor gets this film on it and it makes it look dull.</p> <p>G: Of course, no problem. Thanks for the feedback. I'll do a double rinse from now on to make sure the soap is all gone. You got it.</p> <p>N: Now that's refreshing. Greg is taking that feedback like a champ. He loves when he can learn new things or new ways to do old things. People with growth mindsets love to learn and see feedback as a chance to do just that. Now let's see</p>		<p>Scene is in the coffee shop kitchen. Greg is on screen at beginning with a happy expression. Manager enters scene as he speaks with a happy expression.</p> <p>After Greg and Manager complete their conversation, the narrator pops in as a talking head in a circle in the corner of the screen.</p>	

what happens at the staff meeting.			
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Scene 6:

Audio:	On-screen Text:	On-screen Graphics:	Comments:
<p>M: Ok everybody. Time to announce this month's employee of the month. This month the honor goes to someone who has worked so hard and has gone above and beyond the call of duty. That person is Rebecca.</p> <p>Congratulations Rebecca.</p> <p>(1) G: (Thought bubble) That's so awesome! She did a great job this month. I'm so happy for her. I'm going to strive to be like her so I can get employee of the month in the future.</p> <p>(2) F: (Thought bubble) Why her? I do a good job. Just because I didn't take out the trash one night, I don't get employee of the month? I better watch out for her. I bet she's after my job.</p> <p>N: People with a fixed mindset like Freddy's see others' success as a threat to them or it may make them jealous. On the other hand, people with a growth mindset like Greg's see</p>	<p>(1) G: (Thought bubble) That's so awesome! She did a great job this month. I'm so happy for her. I'm going to strive to be like her so I can get employee of the month in the future.</p> <p>(2) F: (Thought bubble) Why her? I do a good job. Just because I didn't take out the trash one night, I don't get employee of the month? I better watch out for her. I bet she's after my job.</p>	<p>Scene is in the coffee shop. The manager is surrounded by a group of employees. He is wearing a happy expression.</p> <p>As Rebecca's name is announced, one of the female employees jumps up and down while the others clap.</p> <p>Thought bubbles appear over the heads of Freddy and Greg, containing their thought text.</p> <p>After Greg and Freddy complete their thoughts, the narrator pops in as a talking head in a circle in the corner of the screen.</p>	

the success of others as an inspiration. Think about it, who would you like to be? Would you like to be a Greg or a Freddy?			
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Scene 7:

Audio:	On-screen Text:	On-screen Graphics:	Comments:
<p>N: Let's review the different mindsets before we close our story. (1) Freddy is our fixed mindset friend. (2) He is ashamed of failures and (3) gives up easily. (4) He avoids challenges because he doesn't want to fail. (5) He is unmotivated to learn new things or to achieve his goals. (6) Any feedback is seen as criticism and a personal attack. (7) When others succeed, Freddy feels threatened or jealous. (8) His brother, Greg, has a growth mindset. (9) He embraces challenges and failure as opportunities to grow and learn. (10) He feels empowered to achieve his goals. (11) Greg applies constructive criticism and uses it to improve. (12) When others succeed, Greg uses that as a</p>	<p>(2) Ashamed of failure (3) Gives up easily (4) Avoids challenges (5) Unmotivated (6) Takes feedback as personal attack (7) Threatened by others' success (9) Embraces challenge and failure (10) Empowered (11) Uses criticism to improve (12) Uses others' success as inspiration</p>	<p>Scene is back outside the coffee shop.</p> <p>(1) The background dims. Freddy pops on screen as a head in a circle. There is enough shown of him to see that his shirt is red. A banner is across the bottom of the circle that says Fixed Mindset. Text 2-7 fills in underneath.</p> <p>(8) Greg pops on screen as a head in a circle on opposite side of screen from Freddy. There is enough shown of him to see that his shirt is green. A banner is across the bottom of the circle that says Growth Mindset. Text 9-12 fills in underneath.</p>	

source of inspiration for himself to achieve more. (13) So, when you're faced with your next task or challenge, which mindset will you choose? (14) Will you be a Fixed Mindset Freddy or a Growth Mindset Greg? It's all up to you.	(14) Fixed Mindset vs Growth Mindset	(13) Background goes black. Images of Freddy and Greg travel toward lower two thirds of the screen. Text disappears. (14) Text wipes slowly across the screen.	
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