

The Table Is the New Screen: The Mastermind Instinct Series That Refuses to Let Young Minds Sit Still

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In a time when young people are increasingly surrounded by digital noise and passive scrolling, *The Mastermind Instinct* introduces a fresh alternative: thoughtful conversation. Created by branding strategist and music innovator **Roy Smoothe**, this animated series flips the script on youth development by turning screens into springboards for meaningful dialogue.

The Mastermind Instinct arrives at a moment when parents, educators, and the entertainment industry are all asking the same question: how do we engage young audiences without switching off their thinking? The answer here is neither lecture nor distraction, but a carefully designed blend of animation, music, and real-world application that turns screen time into a catalyst for growth. It's a fresh take on masterminding reimagined for a younger audience.

Each short-form episode combines original music with storytelling that reflects the everyday challenges young people face: confidence, communication, self-belief, money awareness, leadership, and personal responsibility. **The characters are not mascots. They are guides. Each one embodies a principle, a mindset, or a way of thinking that viewers are invited to practice, repeat, and**

carry into real life.

The Mastermind Instinct is not designed just to hold attention; it is designed to spark interaction. While its animated episodes and original music grab attention, the real learning happens after the screen fades.

“Young people don’t need more entertainment,” says Smoothe. “They need tools to think together, challenge assumptions, and grow through shared discovery.”

Each release is structured to encourage group discussion. Instead of delivering fixed messages, the content poses questions that lead to collaborative problem solving. How would you respond What would you do What’s the best way forward This approach moves the learning from passive consumption to active participation.

Music plays a central role, not as background, but as memory. Rhythm reinforces ideas. Lyrics anchor meaning. Animation gives emotional context. Together, they create learning moments that stick long after the screen goes dark. For parents, this means content that opens conversations at home. For the industry, it represents a new model where entertainment and education reinforce rather than compete with each other. *The Mastermind Instinct* signals a shift in how media can be used. Rather than isolating viewers, the project builds a sense of shared experience. The table literal or metaphorical becomes the new screen, where young people come together to challenge, question, and co create.

Watch the trailer: <https://youtu.be/JUrK7TD6Kpw>

As part of the initial digital launch strategy, selected content from the project will be released on the Powerteens channel of PowerKids TV on YouTube, providing access to an established children’s and family audience. The association is limited to digital distribution within PowerKids’ YouTube ecosystem, offering a focused platform for audience discovery and reach.

Smoothe is clear about the project’s mission: “Screens aren’t the problem. Silence is. When we stop talking to each other, especially the younger generation, we lose something essential. *The Mastermind Instinct* is about bringing that conversation back, one episode at a time.”

As the programme expands, upcoming phases will introduce more discussion tools, mastermind formats, and collaborative resources designed to turn everyday moments into moments of growth. The long term vision is bold: build a generation capable of thinking together, leading together, and achieving together.

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Watch Video: <https://youtu.be/JUrK7TD6Kpw>

End of Release



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