

CEO @ Google DeepMind, Nobel Prize Winner (2024), AI Researcher, Co-Founder DeepMind & Time 100 Most Influential (AI)

Personality Type  
(MBTI)  
INTJ 



Google DeepMind  
I/O Keynote

Google I/O  
May 2024  
<https://www.youtube.com/watch?v=NVwUMyYuLtw>

Time: 16:51

Words: 2,174

Speaking: 129  
(Words per Minute)

Readability  
Score (GFI) 10.67

Lexical  
Density 55.39

Optimism Index:  
(Sentiment % of Positive  
Language in Full Transcript)

86.36

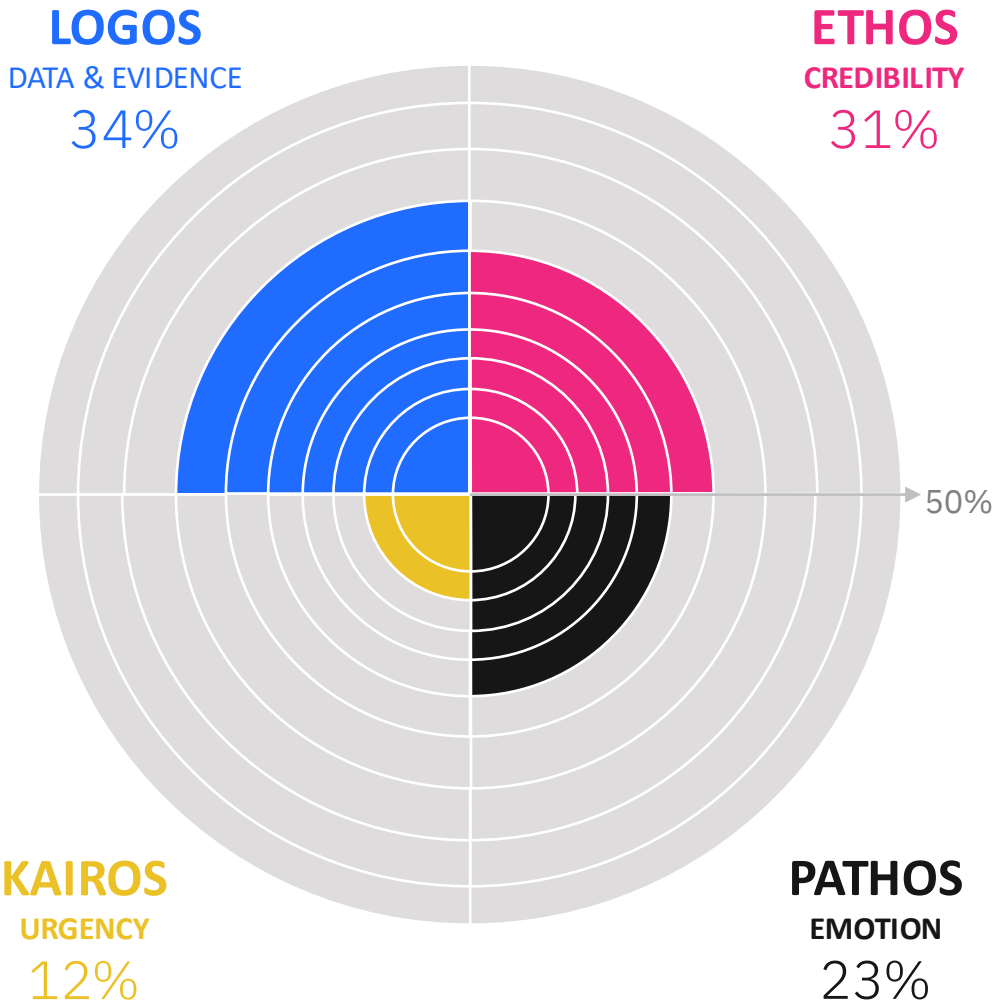
Optimism Index Assistant

“But” 4X

On  
Average: 4:13

Rhetorical Analysis

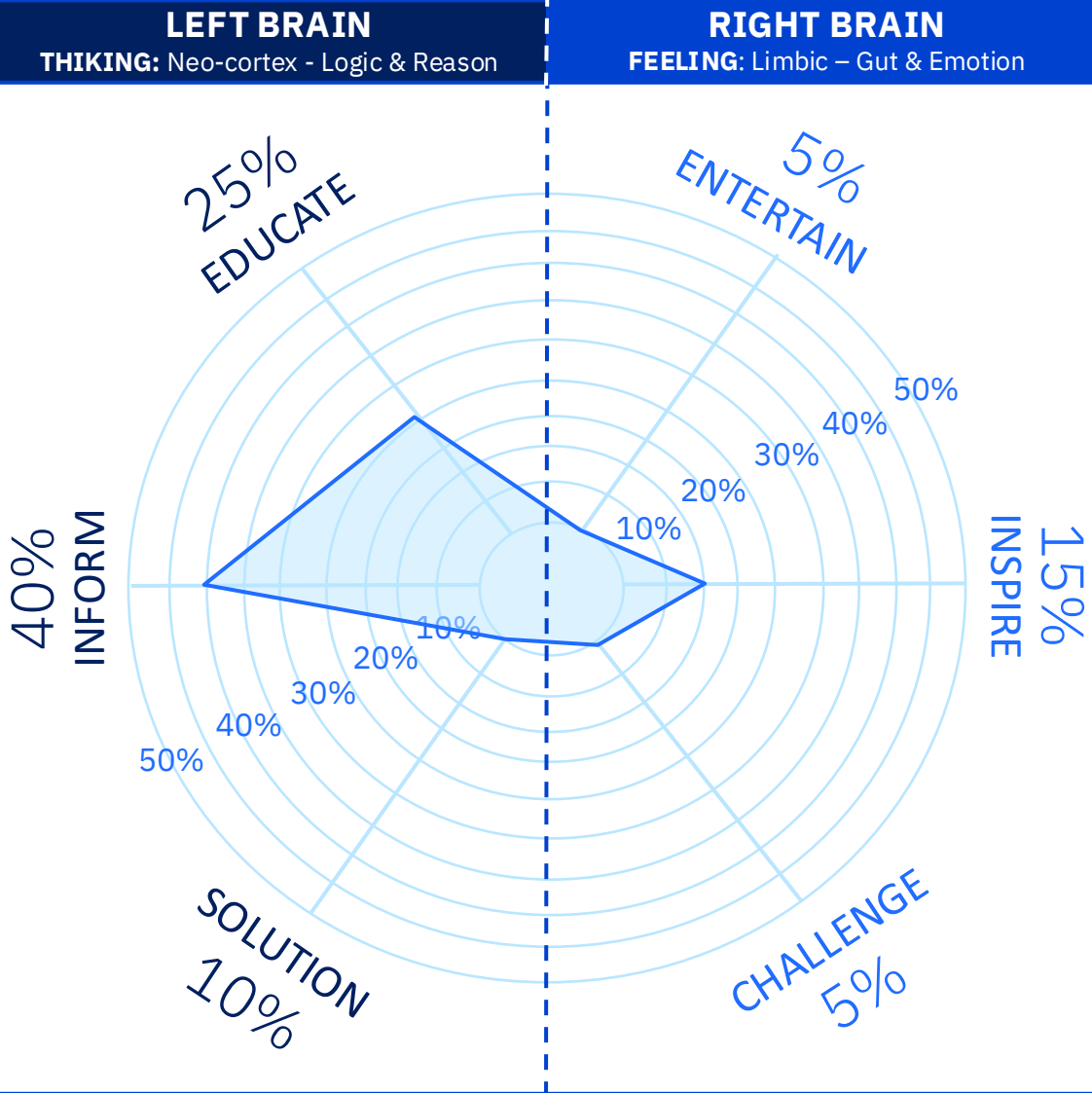
Calculated using Meta’s Llama-3 8B powered [Rhetorical Analysis Assistant](#)



Cold Open: "Ever since I was a kid playing chess for the England junior team, I've been thinking about the nature of intelligence. I was captivated by the idea of a computer that could think like a person. It's ultimately why I became a programmer and studied neuroscience..."

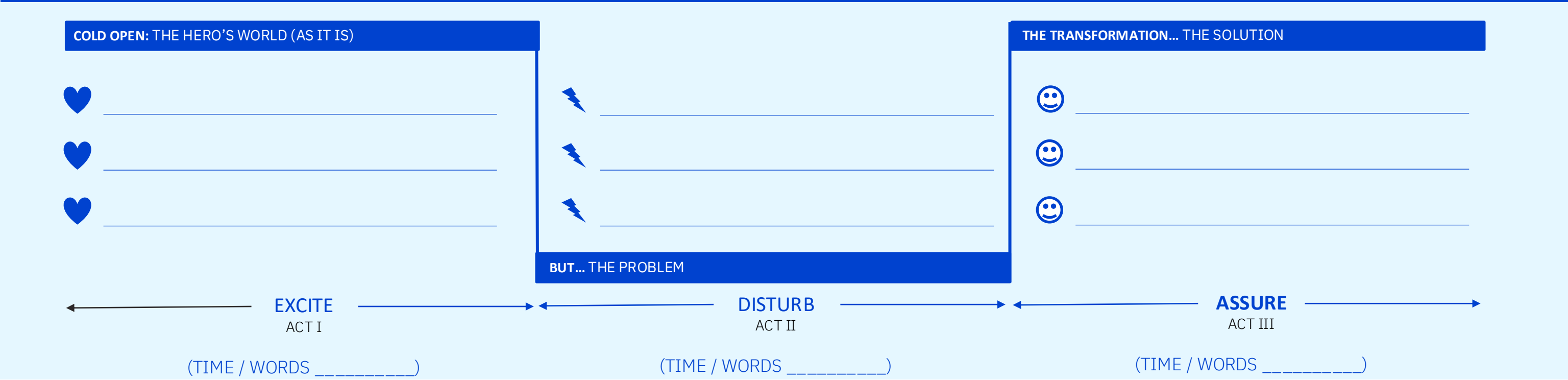
Emotional Intelligence

Calculated using Meta’s Llama-3 8B powered [Artificial Emotional Intelligence Assistant](#)



Headline:

Target Exec [MBTI + CXO Intel]:



|             |                                                                                   |
|-------------|-----------------------------------------------------------------------------------|
| PROBLEM     | What ONE BIG PROBLEM is this story solving?                                       |
| UVP         | How is this story UNIQUE, DIFFERENTIATED or BETTER?                               |
| SURPRISE    | How will this story SURPRISE your audience?                                       |
| URGENCY     | Does your story (and the call-to-action) create enough URGENCY?                   |
| “BUT”       | Does your story contain enough ”Intention & Obstacle”? (Using “but” effectively?) |
| CREDIBILITY | Did you demonstrate leadership & establish enough CREDIBILITY?                    |

All great stories have:

4 WORDS:

• Brevity (Keep it short. CXO conversations = <15 mins)

• Levity (Add some ‘light’ if it’s a difficult or provocative topic)

• Charity (Have a purpose. What can we achieve together?)

• Clarity (Simplify complexity wherever possible)

5 LINES

Outline • Headline • Frontline • Sideline • Bottomline

Headline:

Target Exec [MBTI + CXO Intel]:

COLD OPEN: THE HERO’S WORLD (AS IT IS)

♥

♥

♥

⚡

⚡

⚡

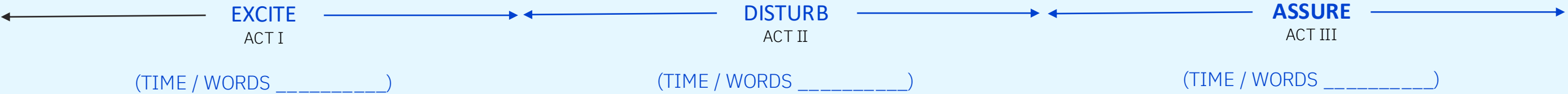
BUT... THE PROBLEM

THE TRANSFORMATION... THE SOLUTION

😊

😊

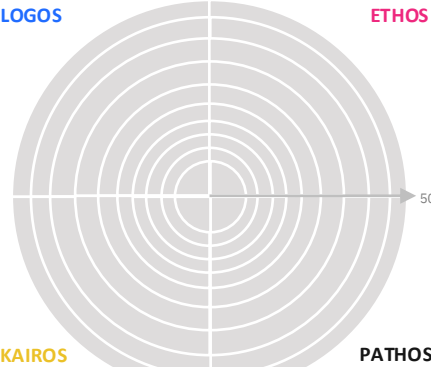
😊



|                                                                                                |                                                                                   |
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Rhetorical Analysis

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[Rhetorical Analysis Assistant](#)



Emotional Intelligence

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