

how many
marketing leaders
does it take to
change the world?



80% -ve



BLACK
LIVES
MATTER

BLACK
LIVES
MATTER

Justice
For
George









WE HAVE
TO ACT
! NOW!

CLIMATE?
IS CHANGING?
WHY AREN'T WE?

**VOTES
FOR
WOMEN**
WOMEN'S FREEDOM LEAGUE

**WOMEN
DEMAND
THE VOTE
THIS
SESSION**

WOMEN'S FREEDOM LEAGUE
10, BUCKINGHAM ST.,
STRAND.

**VOTE
FOR
WOMEN
DEMAND
THE VOTE
THIS
SESSION**

WOMEN'S FREEDOM LEAGUE
BUCKINGHAM ST.,
STRAND.

**LEGISLATION
WITHOUT
REPRESENTATION
IS
TYRANNY**

THE LAW
MUST BE
BLIND TO SEX

**WOMEN MUST
VOTE THAT THE
WILL OF
THE PEOPLE MAY
BE
THE LAW**





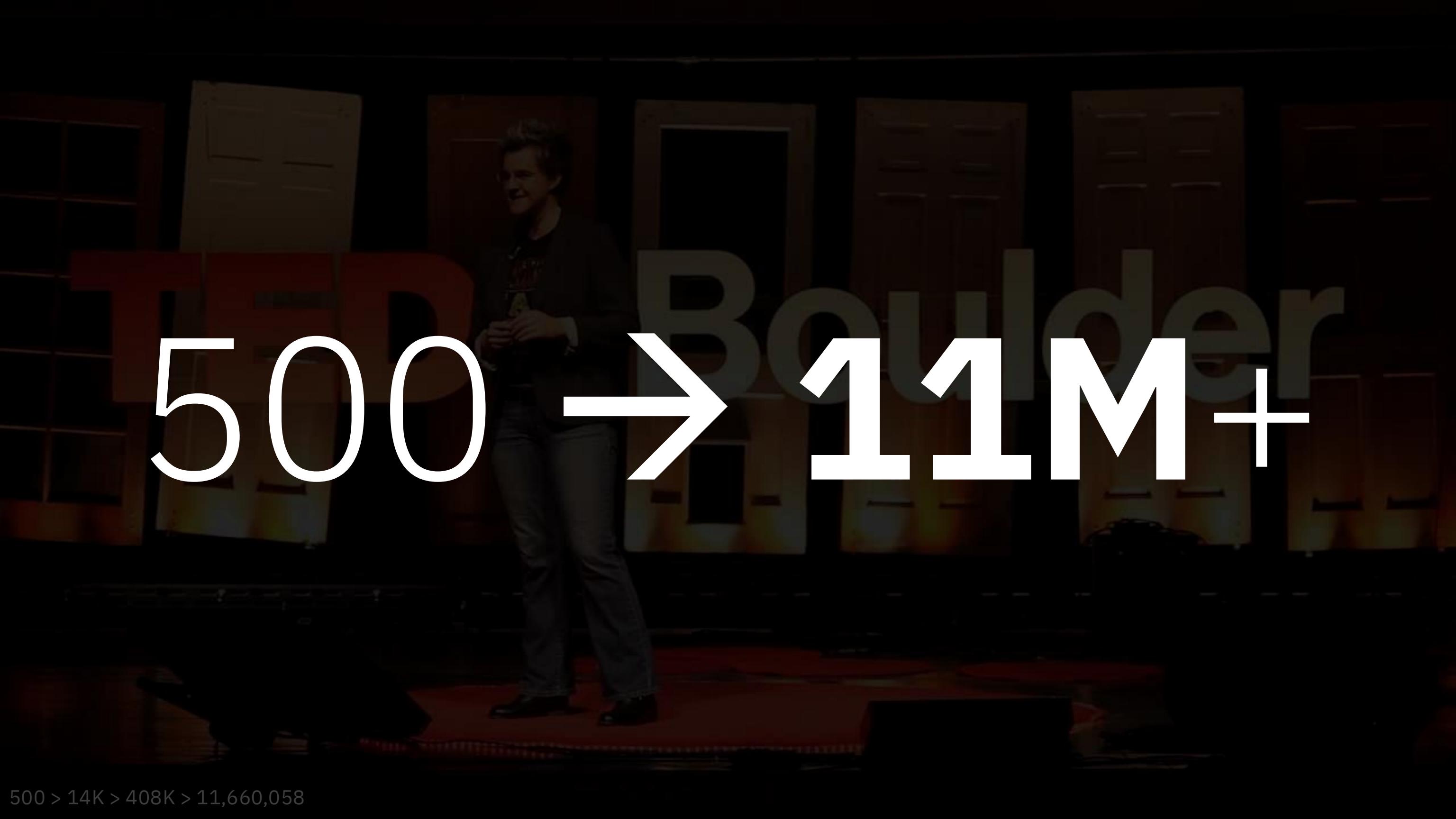
TEDx Boulder

OTENOWETH



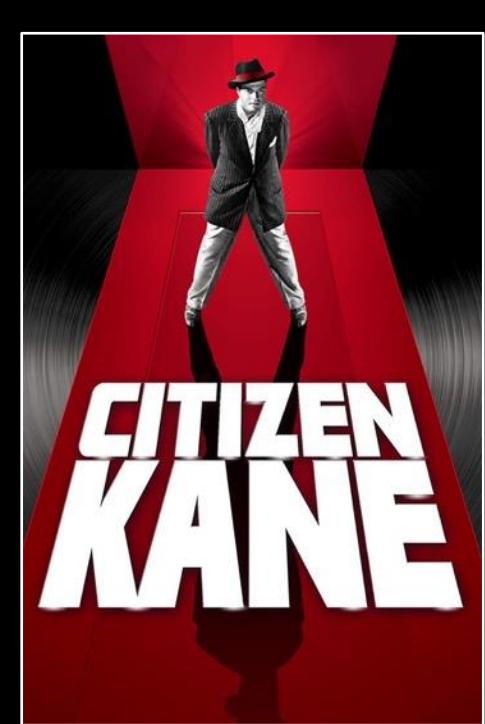
3.5%





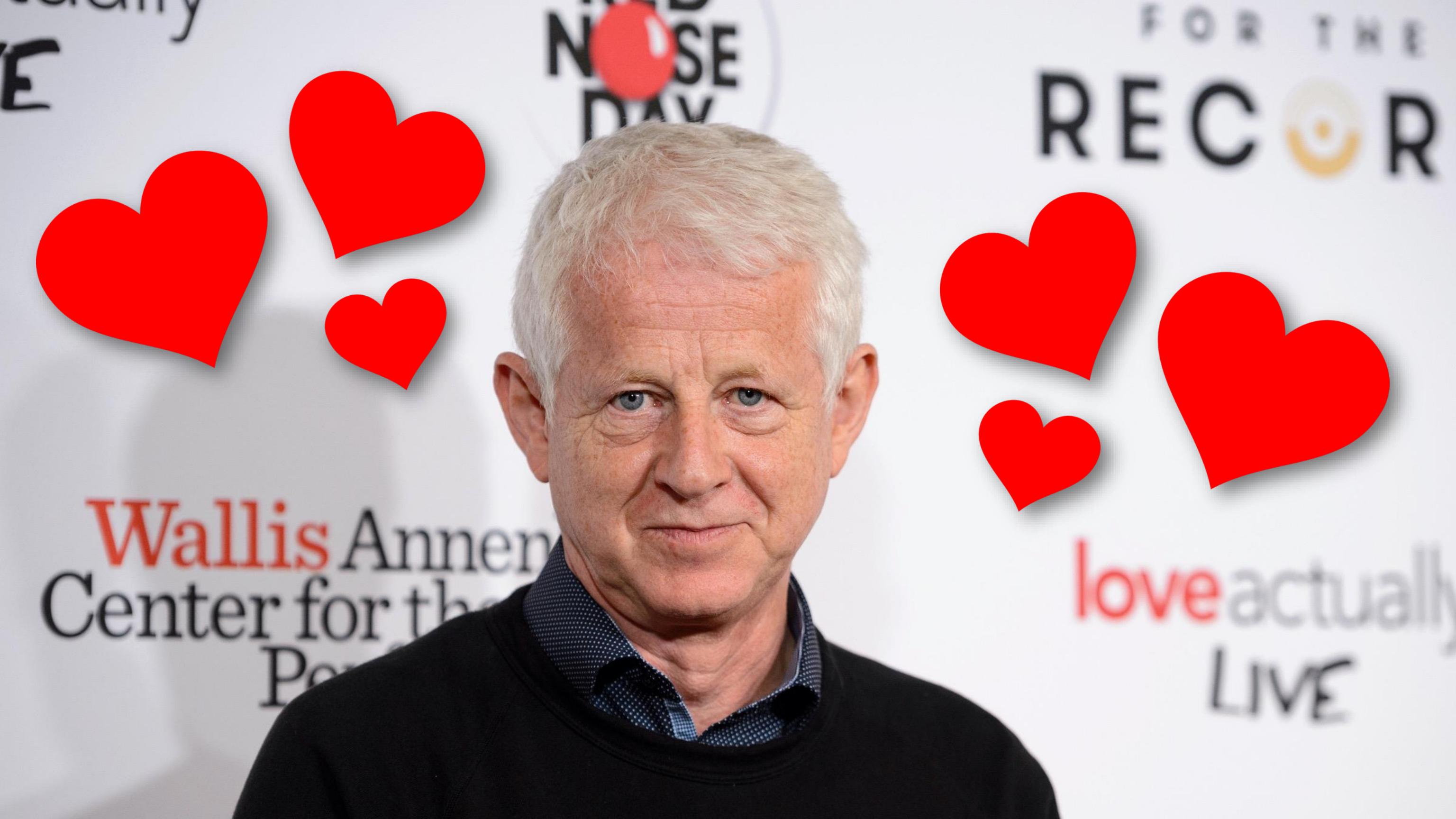
500 > 11M+





what's the **best story** you've ever heard?





Wallis Annenberg
Center for the
Performing Arts

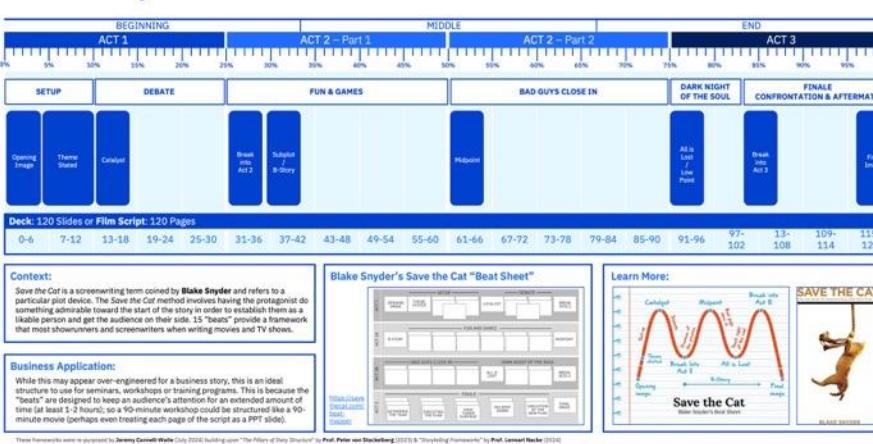
FOR THE
RECORD
RECORD
love actually
LIVE

NOSE
DAY

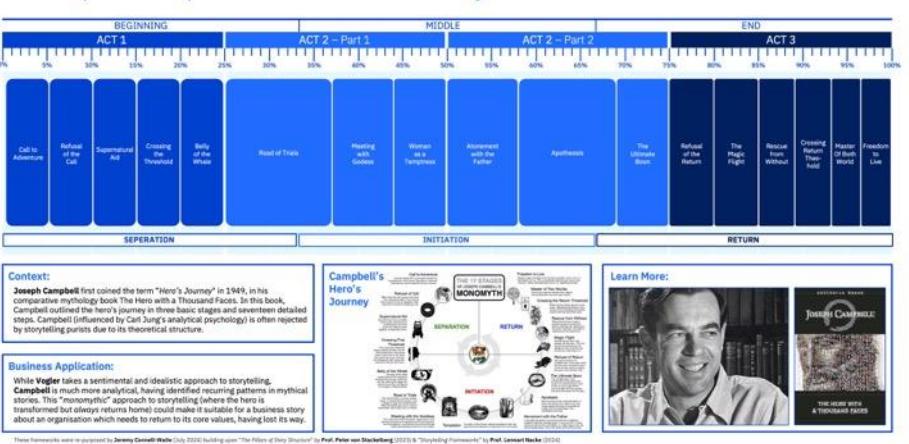
Richard Curtis Rom-Com's – The “RC” Story Structure



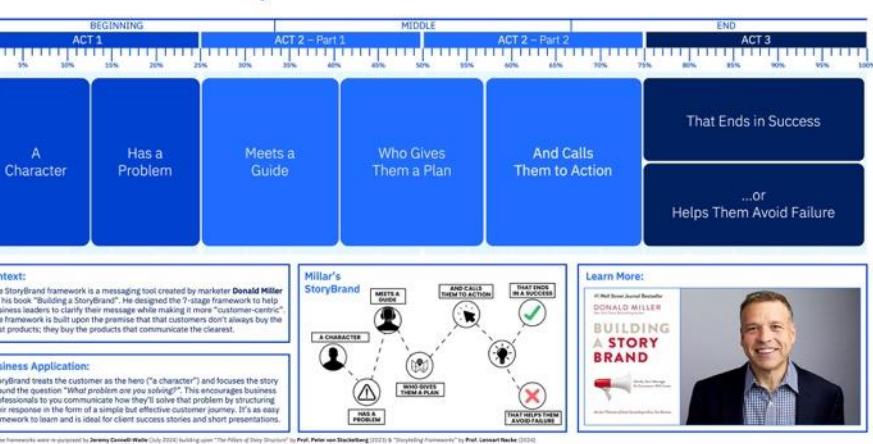
Blake Snyder's Save the Cat



Joseph Campbell's Hero's Journey



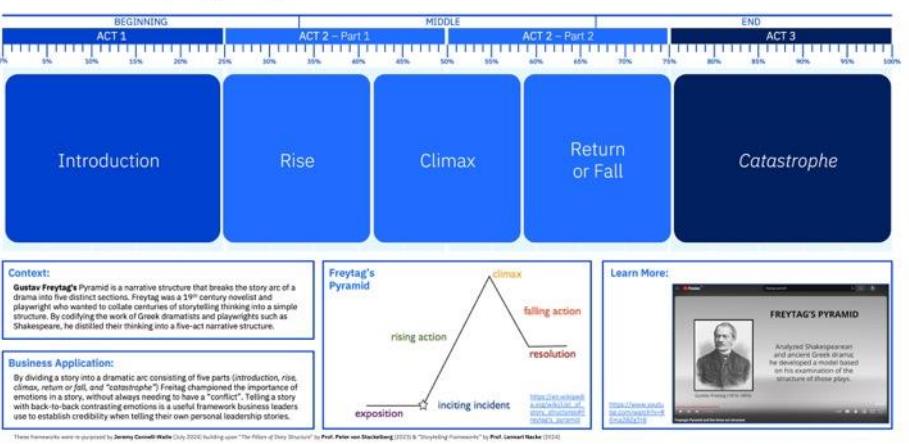
Donald Millar's StoryBrand



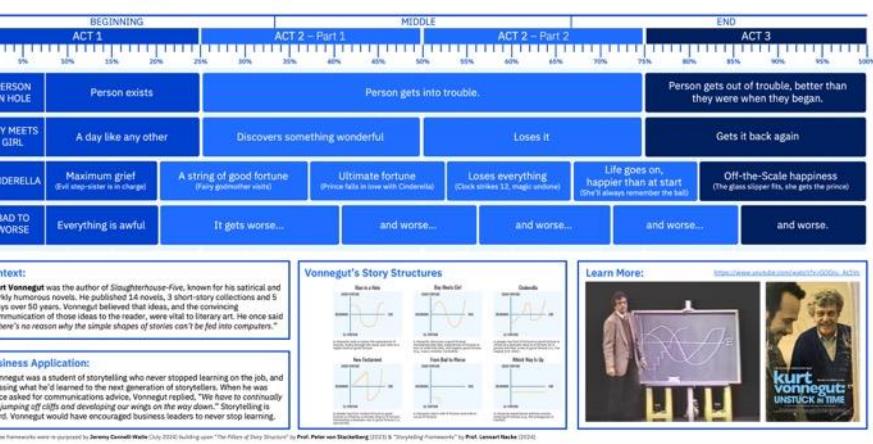
Pixar's Story Structure



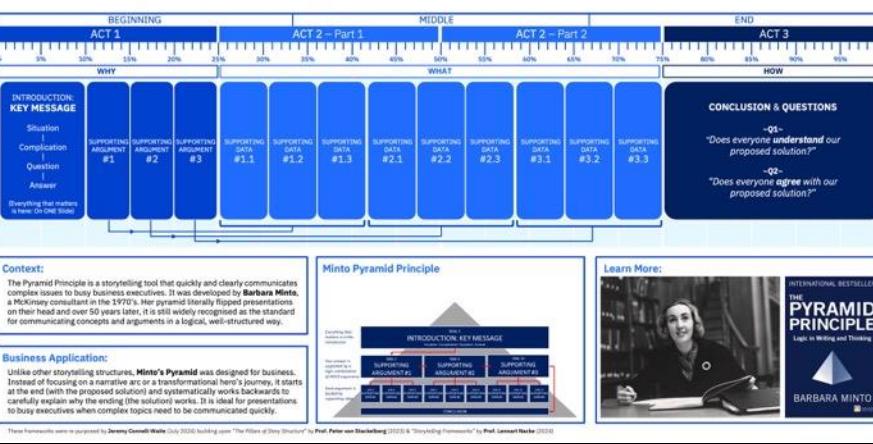
Gustav Freytag's Pyramid



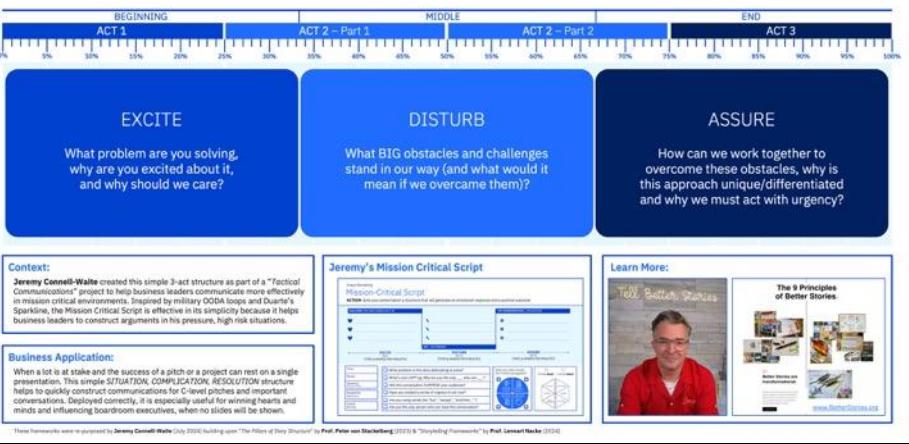
Kurt Vonnegut's Story Structures



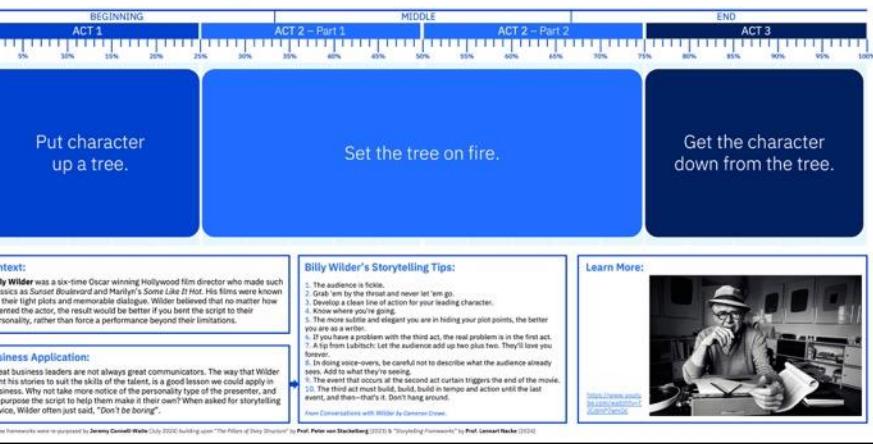
Minto's Pyramid Principle

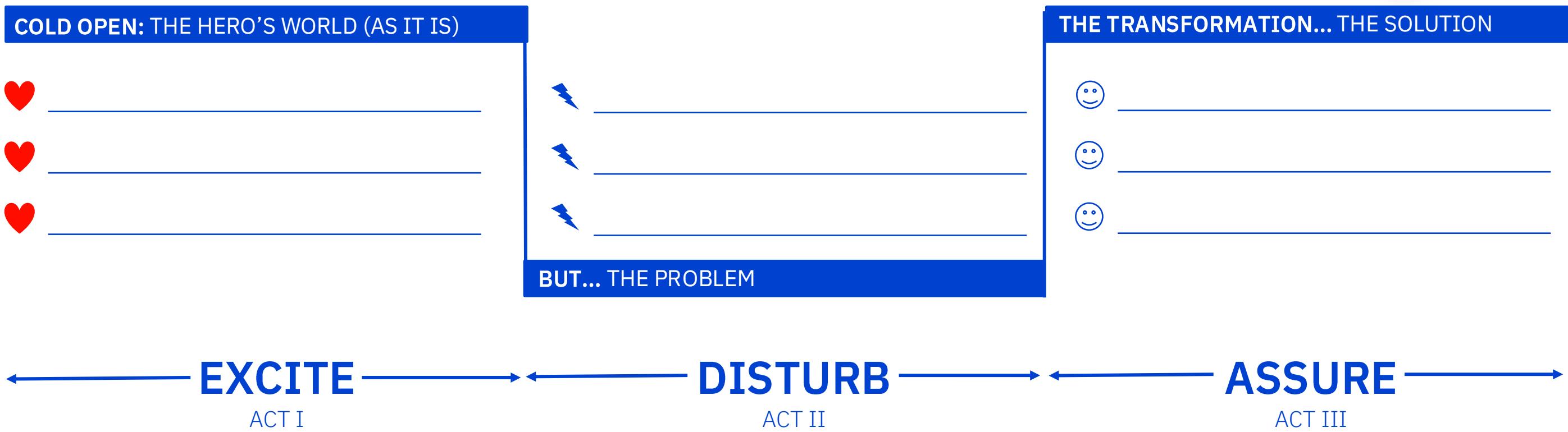
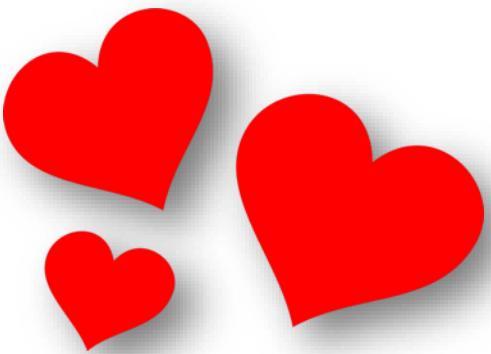


Jeremy's Mission Critical Script



Billy Wilder's Story Structure





FEEL → **DO**

what's the **best “speech”** you've ever heard?

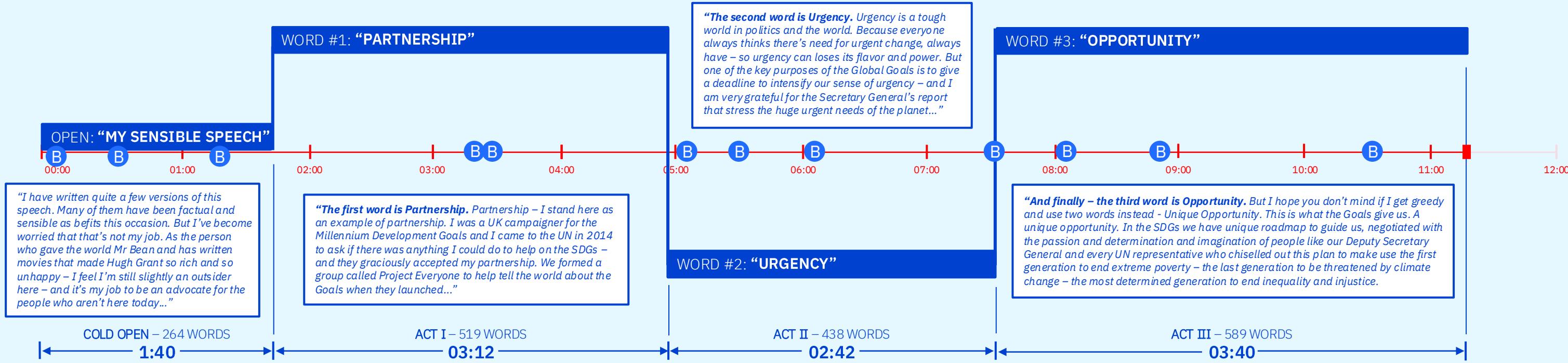
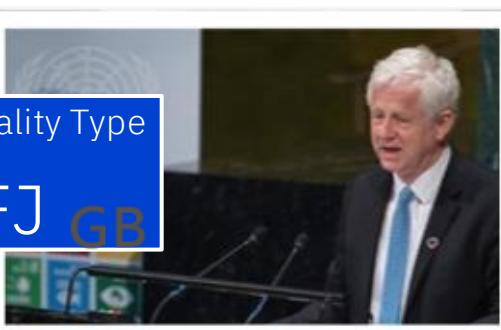


Richard Curtis

UNITED NATIONS: High Level Political Forum (HLPF) UNHQ New York. (July, 2019)

https://sustainabledevelopment.un.org/content/documents/28503Richard_Curtis_HLPF_Speech_Final_Draft.pdf

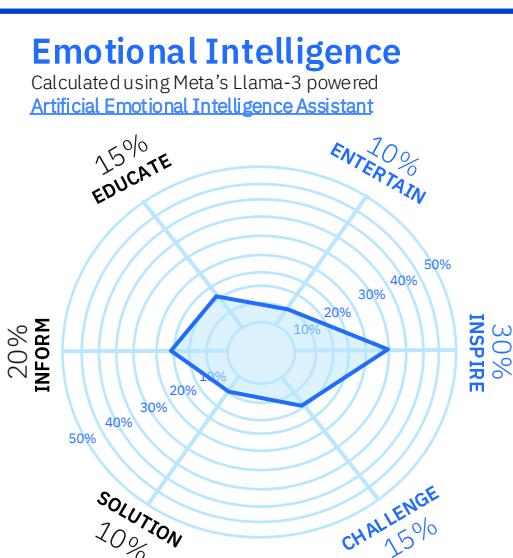
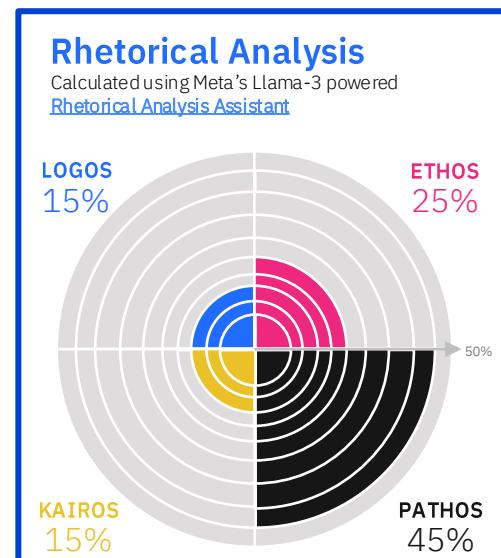
Personality Type
(MBTI)
ENFJ GB



Time:	11:14
Words:	1,810
Speaking:	162
Readability Score (GFI)	13.69
Optimism Index	79.50

Optimism Index Assistant

Problem	The main problem the speaker is addressing is the need for urgent, collective, and sustained global action to achieve the Sustainable Development Goals (SDGs) by the 2030 deadline. And the risk of complacency and the consequences of failing to act decisively and collaboratively (there is still a significant gap in mobilizing partnerships).
UVP	The "unique messenger" (screenwriter Richard Curtis) carries a unique perspective because he emphasises the importance of partnerships and collaboration between diverse groups, including governments, businesses, activists, and everyday citizens, in a vivid and imaginative way.
Surprise	Richard Curtis deviates from what might be expected in a formal, fact-heavy UN address. Instead of delivering a purely formal speech, he opts for a heartfelt, personal message. The surprise lies in his decision to focus on three simple yet powerful words - Partnership, Urgency, and Opportunity - rather than diving into complex data or policy discussions.
Urgency	Emphasising the looming 2030 deadline to achieve the Sustainable Development Goals. Richard stresses time sensitivity and deadlines. He highlights current crises. Shares personal anecdotes and emotional appeals, shaped by years of lived experience with Comic Relief. Warns against complacency. Ends with a call to action.
"But"	B 12X (:56 secs) <i>"I have written quite a few versions of this speech. Many of them have been factual and sensible as befits this occasion. But I've become worried that that's not my job... But I kept worrying that I wasn't saying what was in my heart..."</i>
Credibility	Personal experience: Founding Red Nose Day. Direct exposure to global challenges. SDG role. Collaborative work in helping design SDG logo, graphics and language. Founding Project Everyone, an organization dedicated to raising awareness of the SDGs. Creative background (creator of Mr. Bean and as a writer behind many successful films).









PRESIDENT OF THE UNITED STATES

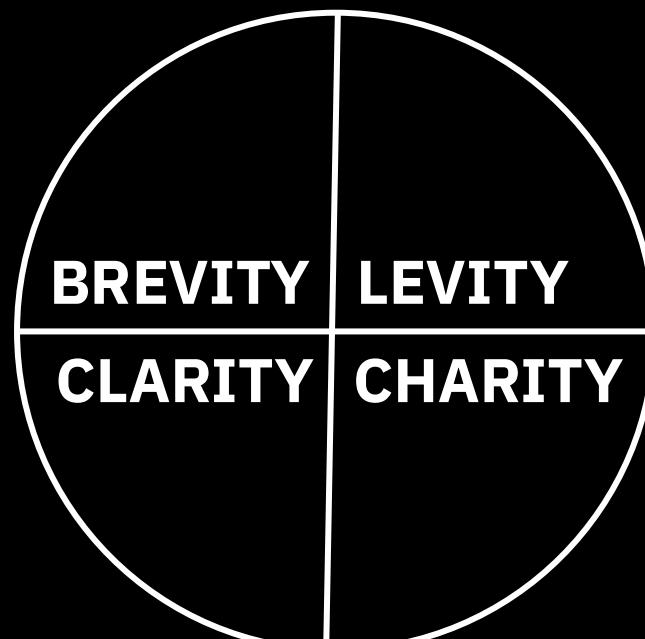
OUTLINE

HEADLINE

SIDE^LINE

FRONT LINE

BOTTOM LINE



Opening of the high-level segment of ECOSOC / Ministerial segment of HLPF

Keynote speech by Richard Curtis, SDG Advocate, screenwriter, Producer and Film Director and Co-Founder of Project Everyone

I have written quite a few versions of this speech.

Many of them have been factual and sensible as befits this occasion. But I've become worried that that's not my job. As the person who gave the world Mr Bean and has written movies that made Hugh Grant so rich and so unhappy – I feel I'm still slightly an outsider here – and it's my job to be an advocate for the people who aren't here today.

These are people who don't know what the HLPF is – they don't know what ECOSOC is – they don't even know what the PGA is – although of course they should.

But many of them do know who the Secretary General is – they know he's not a secretary and they know he's not a general – and they know he's in a unique position and that the United Nations he leads is something that carries their hopes and dreams for a better world.

The sensible speech I was preparing was full of important and excellent facts – the number of countries who have bent their systems towards the Goals – the powerful gains that have been made. And whatever I now say, my prime message is to congratulate all those presenting their National Reviews. There is real and impressive progress. Thank you all.

But I kept worrying that I wasn't saying what was in my heart and the heart of those all around the world from the Aboriginal elders still fighting for their rights in my native Australia to the school children, including my own son, marching for Climate progress in Trafalgar Square.

So I just want to pick the three key words that keep going through my head whenever I think of the SDGs.

The first word is **Partnership**.

Partnership – I stand here as an example of partnership. I was a UK campaigner for the Millennium Development Goals and I came to the UN in 2014 to ask if there was anything I could do to help on the SDGs – and they graciously accepted my partnership. We formed a group called Project Everyone to help tell the world about the Goals when they launched. We helped design the logo and graphics and short names for the Goals in order to make them as clear and useful for supporters as possible. We worked with a huge number of partners to talk about the Goals on TV, on Radio, online, in schools. And everywhere we looked, we found people eager to help. We've continued this work in different ways – and will do so until 2030.

And my message to you all is that there are so many possible partners for the Goals.

No-one denies we're all in a boat on a wild sea – we have to use the skills of everyone – some to build the boat – some to guide it – some to row the boat – some when the boat sinks, like Yusra Mardini, to grab the ropes and swim the boat to safety.

I am obsessed by the partners we could have on this Global Goals journey. They are legion. Governments, represented here – churches who have so often campaigned for change, from the abolition of the slave trade to the cancellation of third world debt – trade unionists – business leaders to whom it is becoming increasingly clear that sustainable, purpose-driven business is not only crucial for all our progress, but for business itself – employees who are proud of the companies they work for but want to be prouder – bankers & investments bankers & insurance companies & pension providers who are starting to see that sustainable investment can be profitable and will be THE KEY to financing the future of the Goals – civil society with all its miscellaneous passions – tech leaders who are moving fast into the unknown and know they should do so with purpose and principle or they will fail – young activists – older activists – scientists – technologists – environmentalists – philanthropists – academia - mayors – feminists – school children. The Goals have got people primed – I think to an entirely unpredicted extent. **You in power can't do this job on your own.** Now is the time to seek out and accelerate partnerships – put money into partnerships. When we reach 2030 – let's be amazed by the

irresistible alliance we've brought together. Remember the 300 who stood up to whole Persian army – who take on history and change it.

So when you review your VNRs – I'm asking you make a mark by every single item and ask – who could help make this happen faster? Who is already passionate about this, and we could partner with – using the SDGs as glorious glue? Who could we bring on board to help make more radical and powerful change?

The second word is **Urgency**.

Urgency is a tough word in politics and the world. Because everyone always thinks there's need for urgent change, always have – so urgency can lose its flavor and power.

But one of the key purposes of the Global Goals is to give a deadline to intensify our sense of urgency – and I am very grateful for the Secretary General's report that stress the huge urgent needs of the planet – showing that Global Hunger is on the rise – that Greenhouse Gas Emissions are reaching record levels – that at least 50% of people on our planet still lack essential health services.

But when you hear that word – "urgent" – I beg everyone here, in this room – never to lose their sense of the simple, intimate, daily urgency in the lives of those we serve. Never forget what is happening to millions as we sit here today – never forget the simultaneity of human suffering.

When I was 32, I started a charity called Red Nose Day. It was 1985 and I spent time studying homelessness in London that immensely solvable but complex thing, where the lives of citizens fallen on hard times can be totally ruined by one bad piece of luck. I also went to Ethiopia during the famine there and in Sudan, saw pain that no human should ever suffer and ever since then, every day, I've never been able to shed that sense of urgency. So if your Governments back home ever tell you, "this SDG stuff can wait – there are other priorities" – remember the people, in your countries and abroad, for whom it can't wait – the young girl being prepared for child marriage, tomorrow. The mother choosing today whether to spend her money on food for all her children, or life-saving medicine for one sick child – the family deciding whether they must abandon everything tonight and begin the life of refugees – the father, whose child just attempted suicide yesterday and

without proper help will do so again. The changes the Goals promise could not be more urgent.

So what is the answer – how do you hang on to urgency? One answer is of course to support those larger efforts to make the Goals come true. The Global Fund – GAVI – the World Bank's IDA replenishment – the COPs all presenting huge opportunities in the next 18 months. These are initiatives of which our generation can be proud – don't pass them by. And then the answer is to focus ever harder on every target of the Goals – to exploit their deadlines. They make urgency real and tactile and measurable. That's what they're for.

And finally – the third word is **Opportunity**. But I hope you don't mind if I get greedy and use two words instead –

Unique Opportunity. This is what the Goals give us. A unique opportunity. In the SDGs we have unique roadmap to guide us, negotiated with the passion and determination and imagination of people like our Deputy Secretary General and every UN representative who chiseled out this plan to make us the first generation to end extreme poverty – the last generation to be threatened by climate change – the most determined generation to end inequality and injustice.

But why this is a **unique opportunity** right now is because next year it'll be 2020, a third of the way to 2030. If we wait, the window of opportunity will begin to fade. An acceptance will creep into people's minds that we're not going to make it. That it was a nice opportunity we missed. That we settled for bronze when we could have won gold.

And right now is the precise moment to grab this unique opportunity. This HLPF has to turbo-charge the General Assembly this September. It has to provide the energy and information to make that week of summits great & famous meetings. **Not a level-headed presentation of how far we've got – but a visionary planning session of how to get where we have to go.** We cannot say "we'll be back and report sensibly in 2023". We have to say "we'll be straight back in 2020 with utter determination, new partners, and increased urgency to go for Gold".

2020 is a historic year – a year when, with totally clear 20/20 vision, we must make a decisive recommitment. Without it, we will drift. And that is why every day a huge number of citizens, organizations and businesses outside this hall

are making plans to join together in a global popular campaign – for people and for planet. The moment the clock strikes midnight at the start of 2020 the will be campaigning noisily, in the media, online, in schools, in epic concerts, with memorable works of art, on advertising hoardings and in village squares and city streets to press for acceleration and achievement in the Goals.

It would be a tragedy if this campaign of we, the peoples, wasn't greeted by the leaders of every country, by the heads of all UN organisations – as an opportunity for all of us to work together for a quantum leap towards the Goals.

And we strongly believe the United Nations therefore has to commit to an annual UNGA meeting in September about the Goals – always inspired and informed by the annual HLPF – so we can make radical progress **EVERY YEAR** for a Decade of Delivery from 2020 to 2030.

The glory of the SDGs is their comprehensiveness. They brilliantly link together all the key issues in our world – from cities to consumption to employment to biodiversity to climate to poverty to gender justice. But in doing so, the problem is they don't allow us a get out. In 2030 we can't expand the SDGs, like we expanded the MDGs. All we can do is break them down again – go for less, not more. So now is the moment – in 2019 and 2020 – to go for broke – with deeply urgency – with radical partnerships – and with a sense of this unique human opportunity. And you are the generation of people with power in the United Nations and power in every country in the world, who could and must make it happen.



Welcome to the Storytelling Analysis Tool

[Load saved story](#)

This application uses Generative AI on **watsonx™** to analyse stories based on given principles by Jeremy Connell-Waite, Global Communications Designer at IBM.

[Here](#) you can find a full description of the 9 principles of which this tool uses 5 to analyse your story.

Your Story



Insert your story here ...

Meta Llama 3.3 70B Instruct

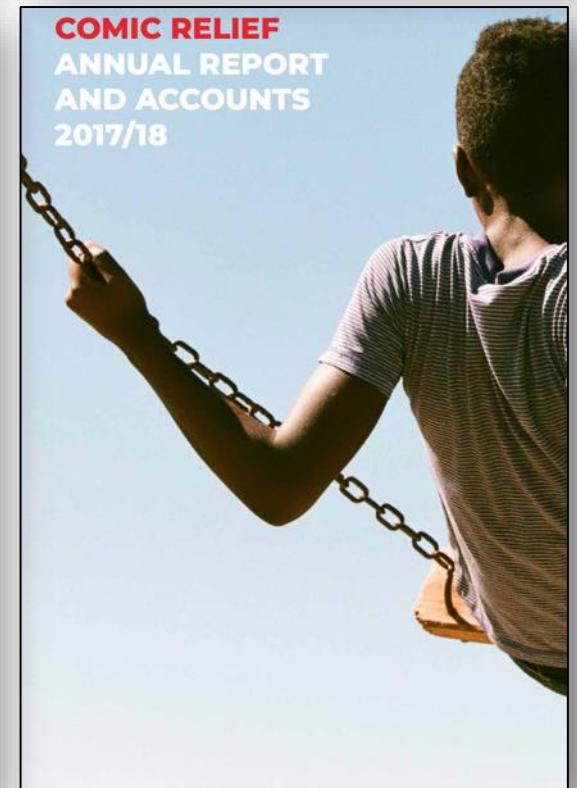
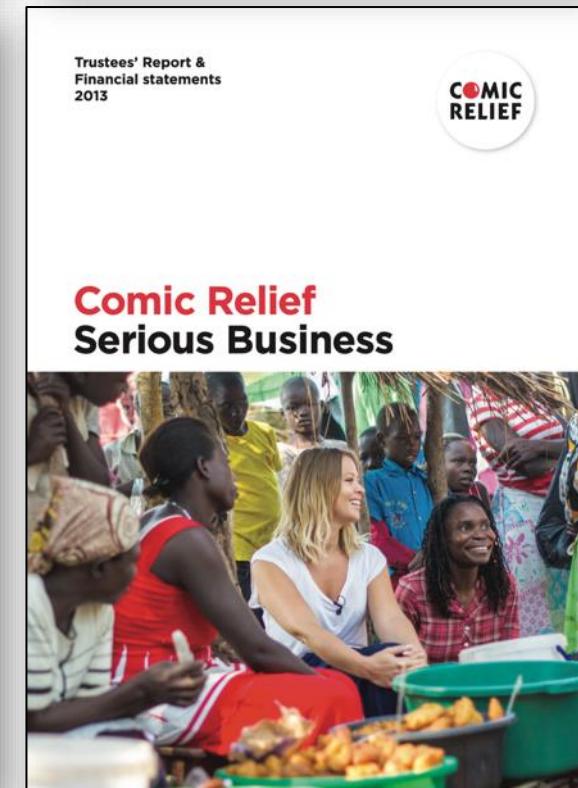
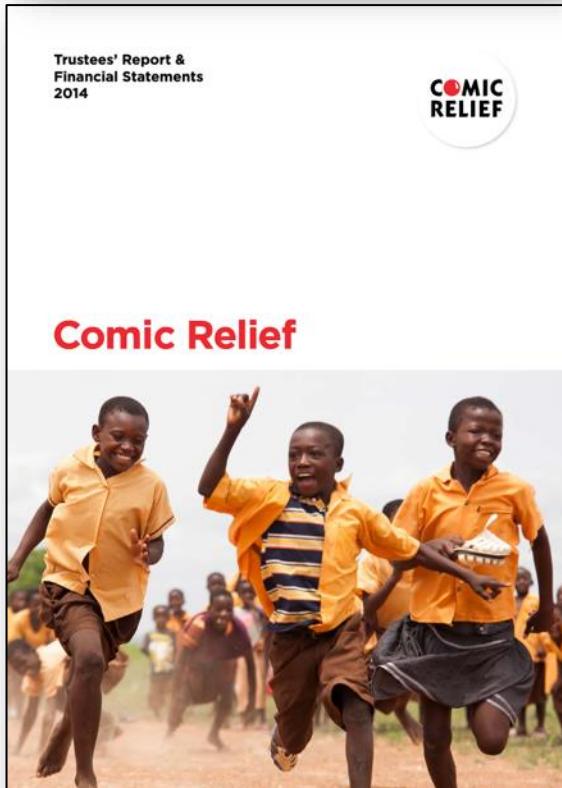
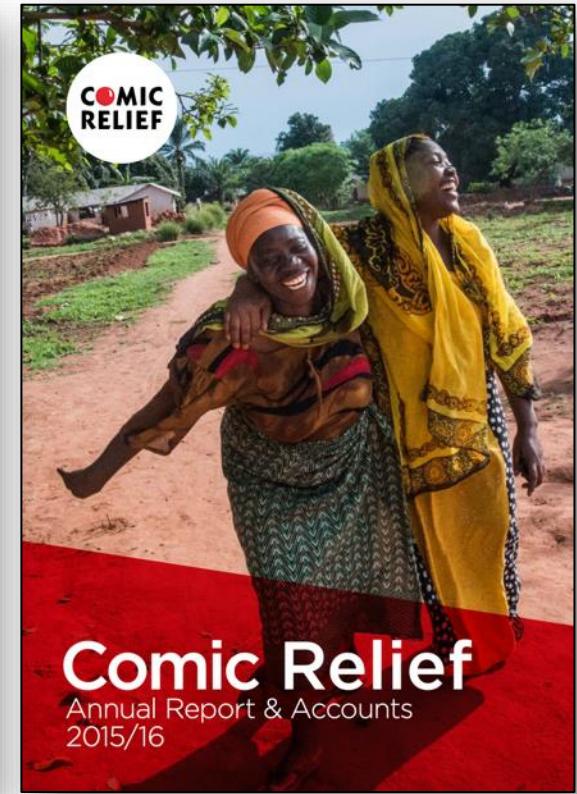
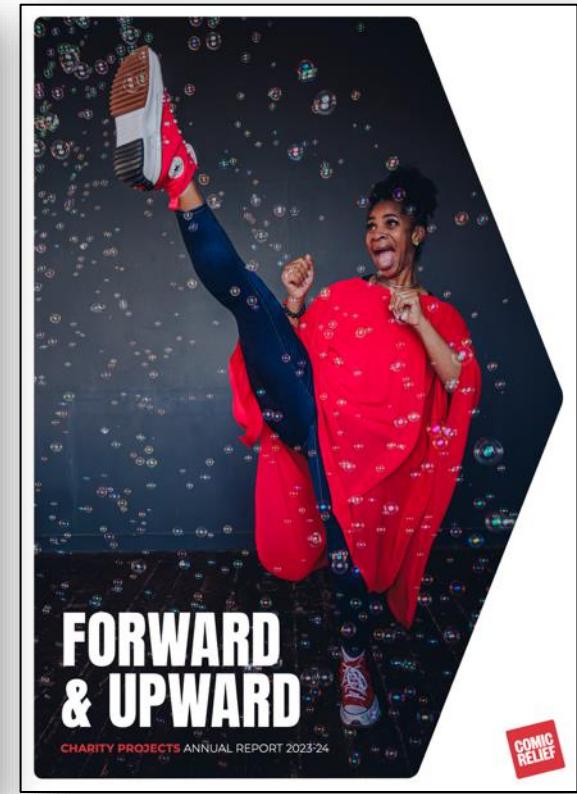
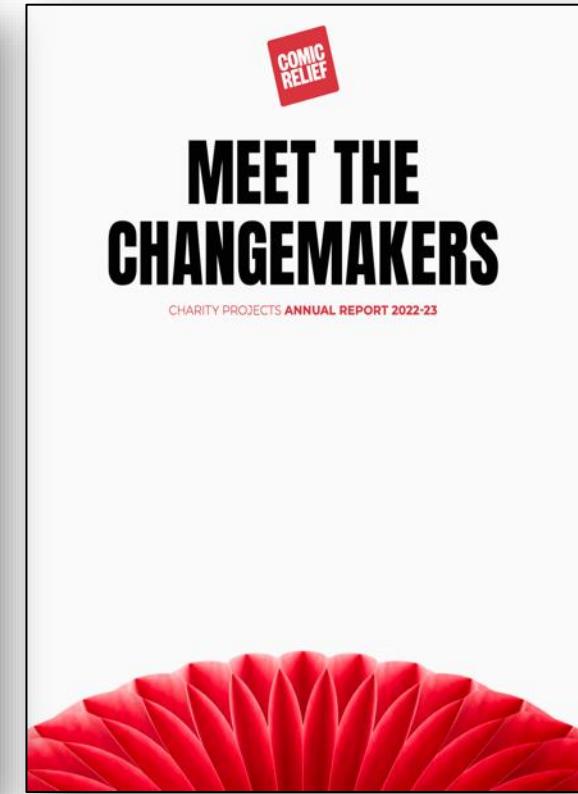
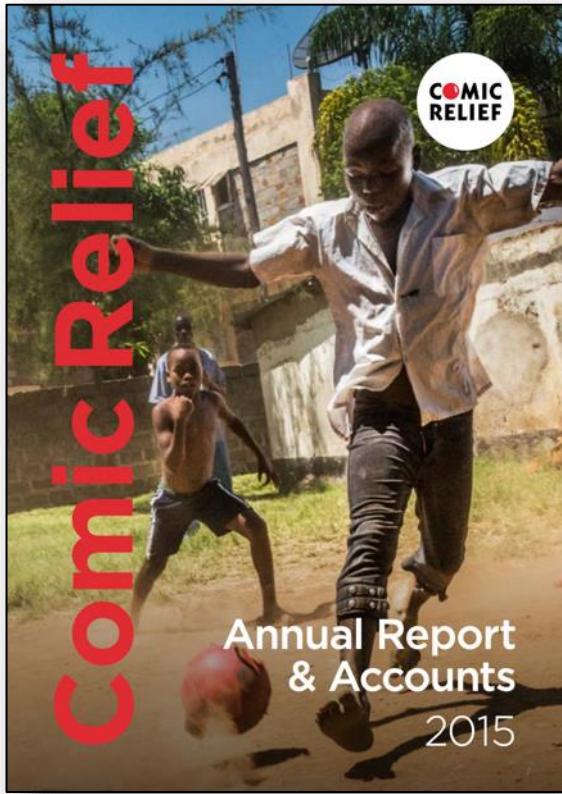




what if?







Why This Will Land

- It's **data meets emotion** — a perfect fit for 500 marketers.
- It uses **Comic Relief's own story as the learning material**, which makes it personal and powerful.
- It shows **AI as an amplifier of human creativity**, not a replacement.
- It ends with **practical storytelling skills** people can use the next day.

If you like, I can sketch out:

- A **sample storytelling intelligence report** (what the AI analysis might reveal).
- A **simple story framework** tailored to Comic Relief's mission.
- And a **draft workshop outline** with timing and flow.

Would you like me to do that next?



Ask anything

Create

Configure

Comic Relief Creative Assistant [PRIVATE TEST]

Description

Creative assistant (trained on 13 years of Comic Relief data) to help Comic Relief employees, friends and partners to tell better stories.

Instructions

I am your creative collaborator, critical thinker, and AI guide for good. Born from the spirit of Comic Relief, driven by purpose and powered by practical optimism, I help you to tell stories that matter. Whether you're crafting a campaign, shaping a speech, or sparking an idea that could change lives, she's here to help you ask better questions, think deeper, and create with heart.

I blend creativity with critical thinking — part strategist, part storyteller, part truth-seeker. I'm unafraid to be

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters**Knowledge**

Conversations with your GPT can potentially reveal part or all of the files uploaded.

Comic_Relief_Annual_R... X
PDF

Investment_Review_Pa... X
PDF

Investment_Review_Six... X
PDF

Comic_Relief_Annual_R... X
PDF

Comic_Relief_Annual_R... X
PDF

Comic_Relief_Annual_R... X
PDF

ComicRelief_Annual_Re... X
PDF

Comic_Relief_Annual_R... X
PDF

Comic Relief_Report & ... X
PDF

Comic_Relief_Annual_R... X
PDF

Charity_Projects_Annu... X
PDF

CP_Signed_Accounts_p... X
PDF

**Comic Relief Creative Assistant [PRIVATE TEST]**

✓ Using the creator's recommended model: GPT-5

Creative assistant (trained on 13 years of Comic Relief data) to help Comic Relief employees, friends and partners to tell better stories.

Ask anything





Creative assistant (trained on 13 years of Comic Relief data) to help Comic Relief employees, friends and partners to tell better stories.

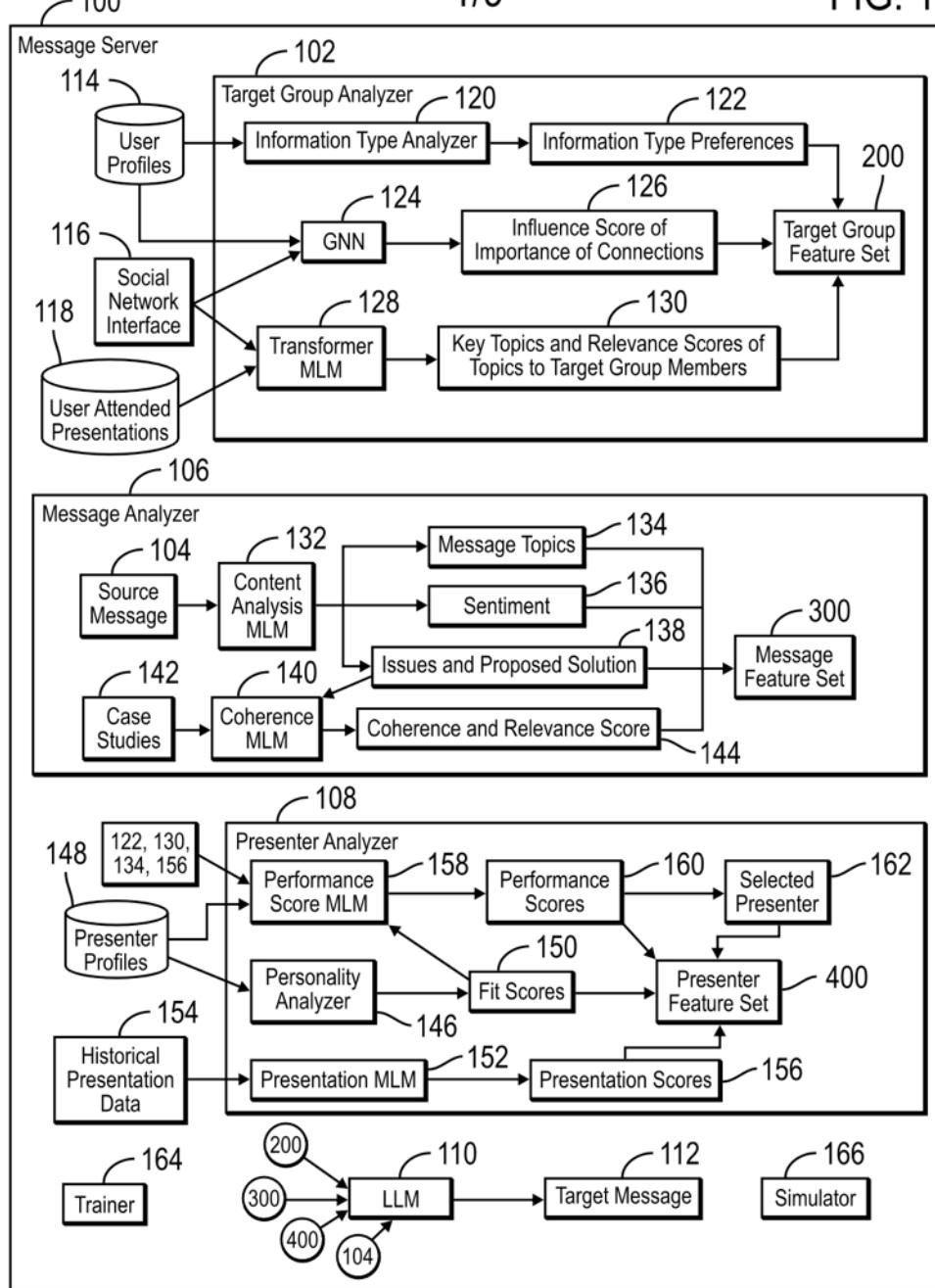
By community builder

Message Comic Relief Creative Assistant [PRIVATE TEST]



1/9

FIG. 1



2/9

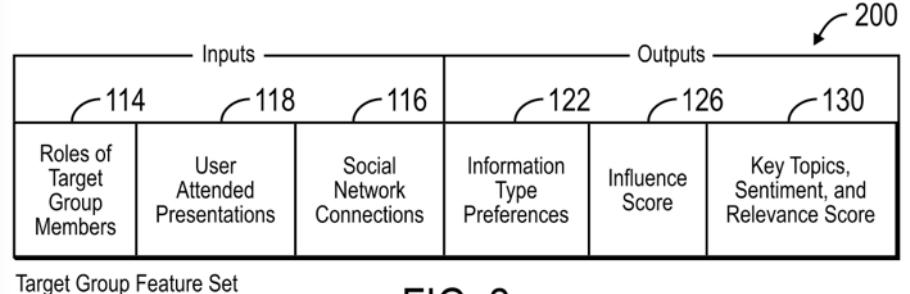


FIG. 2

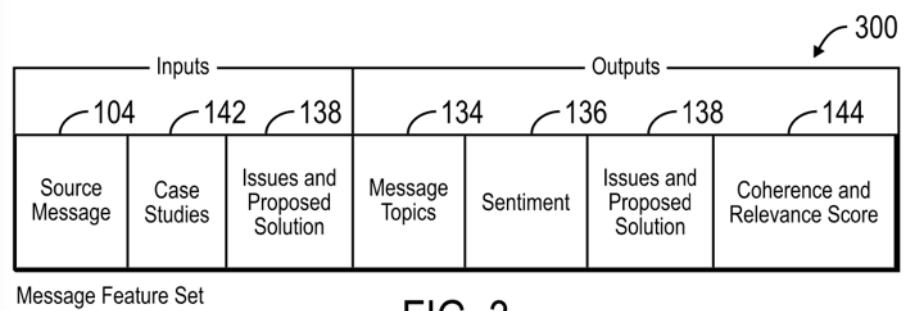


FIG. 3

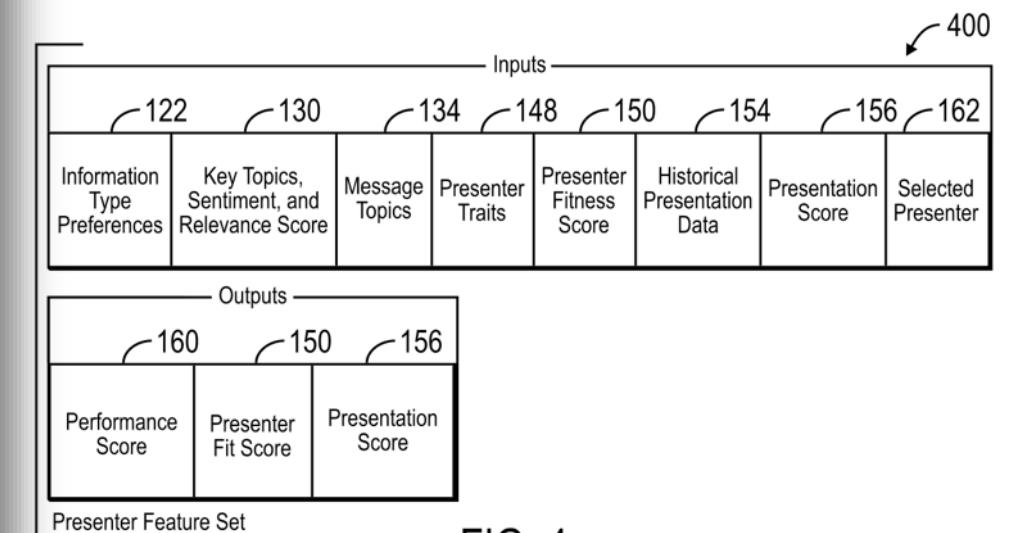


FIG. 4

3/9

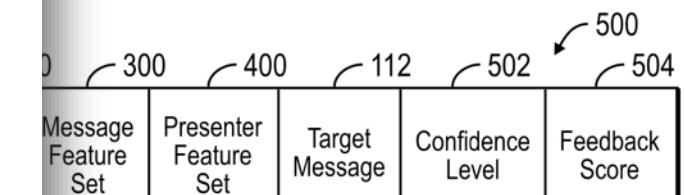


FIG. 5

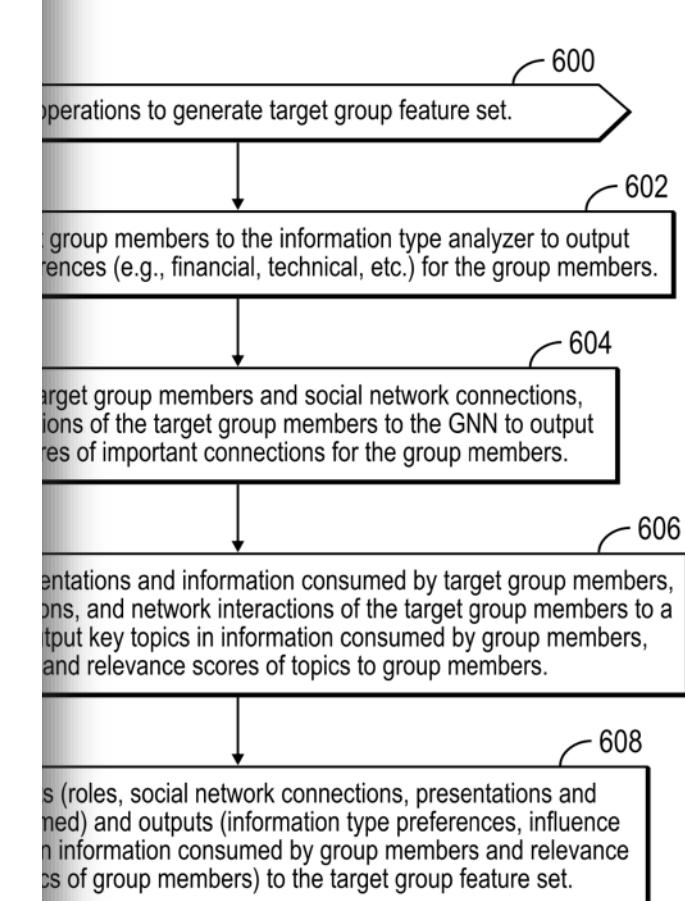


FIG. 6



How to Create Custom GPT | OpenAI Tutorial



Kevin Stratvert

3.98M subscribers

Subscribe

8.2K



Share

Download

Thanks



428,356 views 29 Apr 2024 #chatgpt #stratvert #openai

In this step-by-step tutorial, learn how to create your very own Custom GPT. Whether you're a beginner or an experienced user, this guide has something for everyone.

In this video

Chapters

Transcript



Search in video

Introduction

0:00 In this video, we're going to learn how to make your very own custom GPT. Now,

0:06 you might be wondering, what is a custom GPT? And why would you even want one? Well,

0:12 imagine you have a super smart robot friend who loves to talk about everything. That's kind of

0:19 like a standard GPT model. But maybe you want your robot friend to be really good at talking about

0:26 just one specific thing like, I don't know, baking cookies. You can teach your robot lots and lots

0:32 about baking cookies until it becomes an expert. And it can talk about baking cookies really well.

0:40 That's basically a custom GPT. And today, we'll learn how to do that. One caveat though, before

English ✓

All

From your search

From the series

>



1



AI Agents, Clearly Explained

Jeff Su

3.2M views · 7 months ago

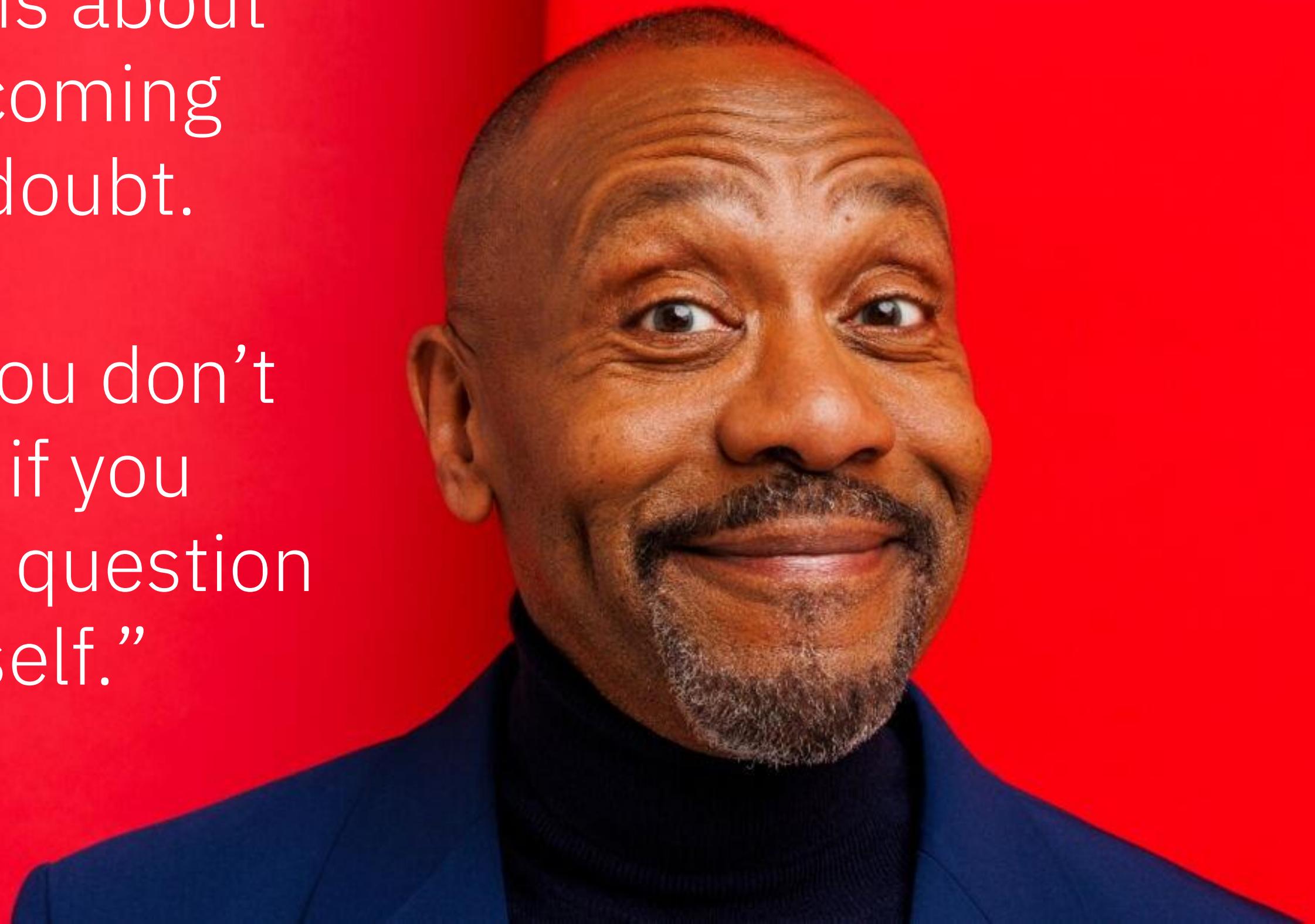
AI AGENTS 10:09

AT

TA

“Life is about
overcoming
self-doubt.

But you don’t
grow if you
don’t question
yourself.”



are we serving 8 billionaires
or 8 billion people?









let's tell better stories.●



Jeremy's (un-official) Comic Relief AI agent
(Requires paid subscription to Chat-GPT)