

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











#VIVALAVIVA  
#PROTECT JOURNALISM  
#GIRLS  
#PEACEFUL PROTEST  
#EQUAL RIGHTS  
#BUILD BRIDGES NOT WALLS  
@oneginha  
#BLACK LIVES MATTER  
#PROTECT  
#LOVE  
#WOMEN'S MARCH  
#BETHECHANGE  
#LOVETRUMPHSHATE  
#FUCK YOUR SCIENCE  
#WAY / MARCH  
#CLIMATE CHANGE  
#FACE  
#STAY NASTY  
#POSSY RIOT  
#REAL  
#PATRIOT  
#PRIDE  
#TUCK TRUMP  
#PLANNED PARENTHOOD  
#IMAGINE  
#THIS IS NOT NORMAL  
#LGBT  
#LOVE WINNS

HEAR  
OUR  
Vote  
VOICE

STAND  
TOGETHER











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.

**WOMEN**  
**DEMAND**  
**THE VOTE**  
THIS  
**SESSION**  
WOMEN'S FREEDOM LEAGUE  
BUCKINGHAM ST.  
STRAND.

**LEGISLATION**  
WITHOUT  
**REPRESENTATION**  
IS  
**TYRANNY**  
LAW MUST BE  
BLIND TO SEX  
WOMEN'S FREEDOM LEAGUE  
BUCKINGHAM ST.  
STRAND.

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











3.5%



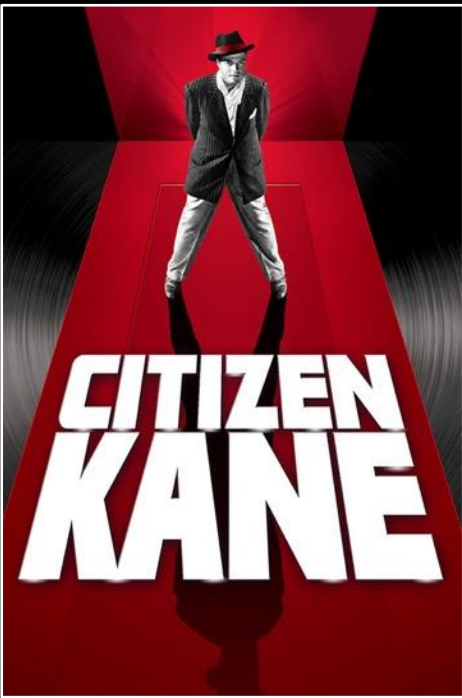
A person is standing on a stage in front of a large screen displaying the TED logo. The person is wearing a dark jacket and light-colored pants. The text '500 -> 11M+' is overlaid on the image in a large, white, sans-serif font.

500 → 11M+





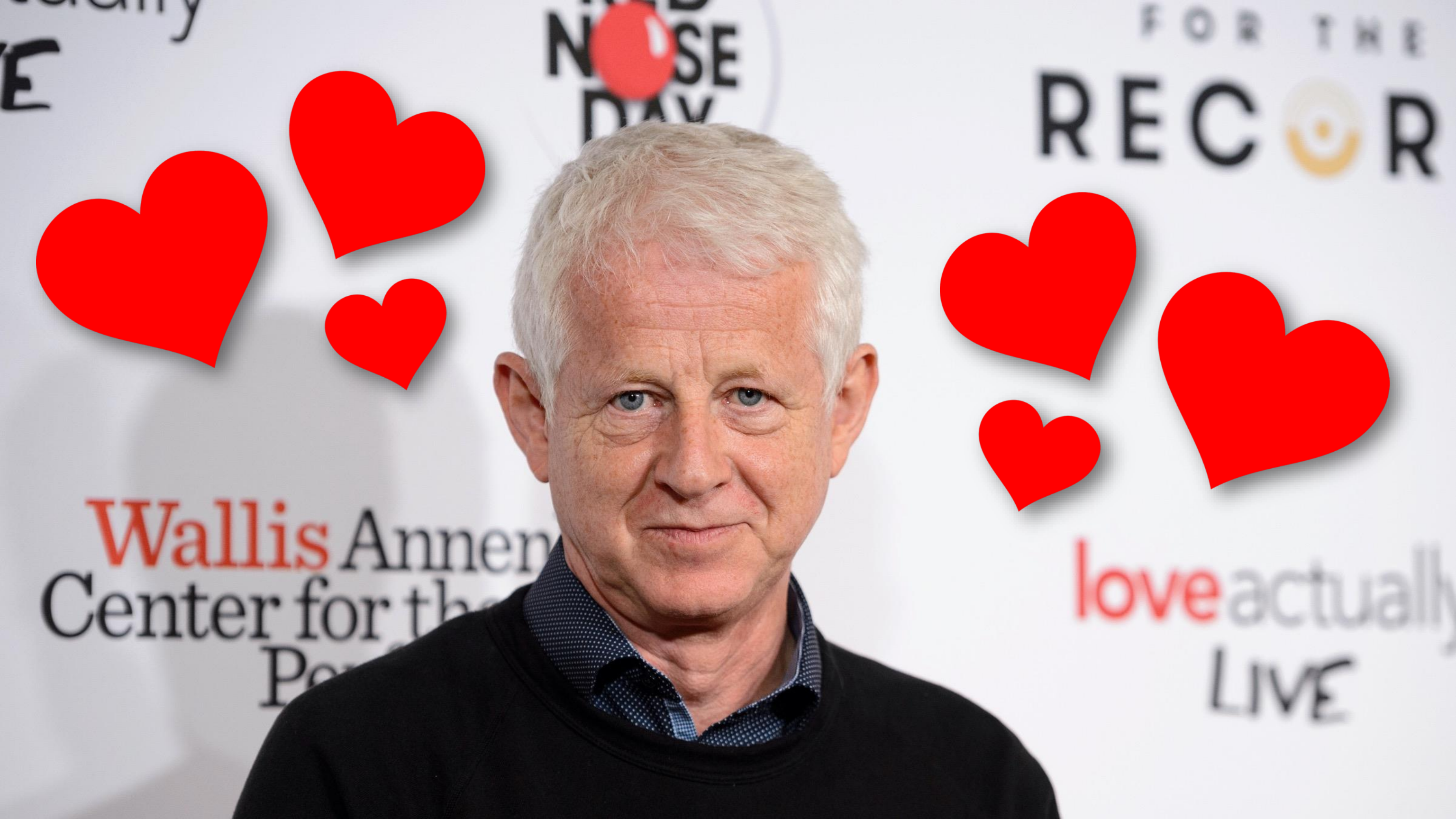




what's the **best story** you've ever heard?







NOISE  
DAY

FOR THE  
RECORD

Wallis Annenberg  
Center for the  
Performing Arts

love actually  
LIVE



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





## Blake Snyder's Save the Cat



## Context:

Save the Cat is a screenwriting term coined by **Blake Snyder** and refers to a particular plot device. The Save the Cat method involves having the protagonist do something admirable toward the start of the story in order to establish them as a likable person and get the audience on their side. 15 "beats" provide a framework that most showrunners and screenwriters when writing movies and TV shows.

## Business Application:

While this may appear over-engineered for a business story, this is an ideal structure to use for seminars, workshops or training programs. This is because the "beats" are designed to keep an audience's attention for an extended amount of time (at least 1-2 hours); so a 90-minute workshop could be structured like a 90-minute movie (perhaps even treating each page of the script as a PPT slide).

## Blake Snyder's Save the Cat "Beat Sheet"

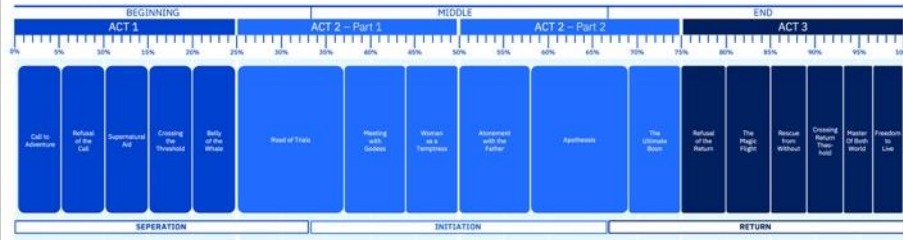


## Learn More:



These frameworks were prepared by Jeremy Connell-Walsh July 2020 building upon "The Pillars of Story Structure" by Prof. Peter von Stackelberg (2017) & "Storytelling Frameworks" by Prof. Leonard Neuker (2018).

## Joseph Campbell's Hero's Journey



## Context:

**Joseph Campbell** first coined the term "Hero's Journey" in 1949, in his comparative mythology book *The Hero with a Thousand Faces*. In this book, Campbell outlined the hero's journey in three basic stages and seventeen detailed steps. Campbell (influenced by Carl Jung's analytical psychology) is often rejected by storytelling purists due to his theoretical structure.

## Business Application:

While **Vogler** takes a sentimental and idealistic approach to storytelling, **Campbell** is much more analytical, having identified recurring patterns in mythical stories. This "monomythic" approach to storytelling (where the hero is transformed but always returns home) could make it suitable for a business story about an organisation which needs to return to its core values, having lost its way.

## Campbell's Hero's Journey

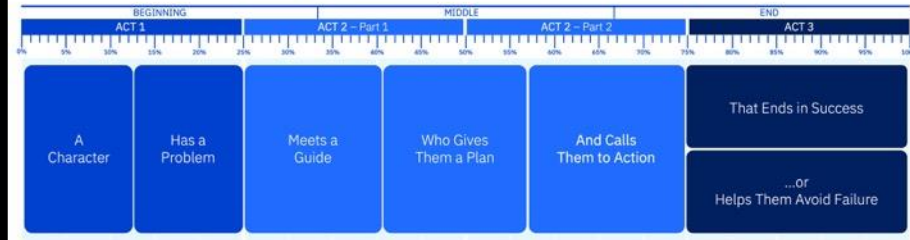


## Learn More:



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## Donald Miller's StoryBrand



## Context:

The StoryBrand framework is a messaging tool created by marketer **Donald Miller** for his book "Building a StoryBrand". He designed the 7-stage framework to help business leaders to clarify their message while making it more "customer-centric". The framework is built upon the premise that customers don't always buy the best products; they buy the products that communicate the clearest.

## Business Application:

StoryBrand treats the customer as the hero ("a character") and focuses the story around the question "what problem are you solving?". This encourages business professionals to you communicate how they'll solve that problem by structuring their response in the form of a simple but effective customer journey. It's an easy framework to learn and is ideal for client success stories and short presentations.

## Miller's StoryBrand



## Learn More:



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## Pixar's Story Structure



## Context:

**Pixar** started in 1979 as part of the Lucasfilm computer division, until it was spun off in 1986 with funding from Steve Jobs. Disney acquired Pixar in 2006. They have released 28 feature films on won 23 Academy Awards. As of July 2024, Pixar have earned over \$15 billion at the worldwide box office. Their story structure, while formulaic, is designed to appeal to mainstream audiences.

## Business Application:

Pixar's story structure is really useful for workshops and internal training sessions, especially when you need to get even the most left-brain and technical professionals to embrace the art of storytelling. While this structure is usually not suited to business stories, it is arguably the best framework to help engage employees who are in the early stages of their storytelling journey.

## A Few Pixar Storytelling Rules:

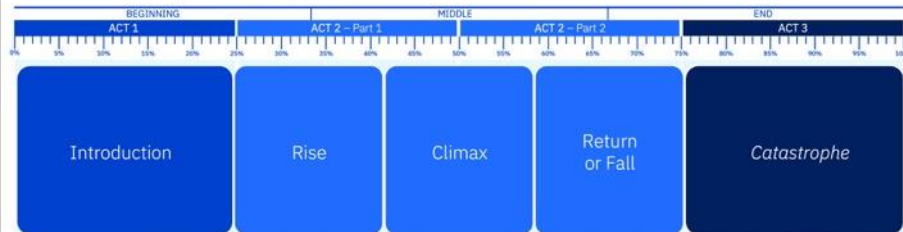
1. You gotta keep in mind what's interesting to you as an audience, not what's fun to do as a writer. They can be very different.
2. Come up with your ending before you figure out your middle. Seriously. Fresh your story, let go even if it's not perfect.
3. Trust for theme is important, but you don't see what the story is actually about if you're at the end of it. Now realize.
4. When you're stuck, make a list of what **WOULDN'T** happen next. Put apart the stories you like. (What you like in them is a part of you). Discover the 1st thing that comes to mind. And the 2nd, 3rd, 4th, 5th... Why must you tell THIS story? What's the belief burning within you?
5. What are the stakes? Give us reason to root for the character. What happens if they don't succeed? Stack the odds against.
6. You have to know yourself: the difference between doing your best & loving. Story is testing, not refining.
7. What's the essence of your story? Prioritise emotional telling of it if you know that, you can build out from there.

## Learn More:



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## Gustav Freytag's Pyramid



## Context:

**Gustav Freytag's** Pyramid is a narrative structure that breaks the story arc of a drama into five distinct sections. Freytag was a 19th-century novelist and playwright who wanted to collate centuries of storytelling thinking into a simple structure. By codifying the work of Greek dramatists and playwrights such as Shakespeare, he distilled their thinking into a five-act narrative structure.

## Business Application:

By dividing a story into a dramatic arc consisting of five parts (introduction, rise, climax, return or fall, and "catastrophe") Freytag championed the importance of emotions in a story, without always needing to have a "conflict". Telling a story with back-to-back contrasting emotions is a useful framework business leaders use to establish credibility when telling their own personal leadership stories.



## Learn More:



These frameworks were prepared by Jeremy Connell-Walsh July 2020 building upon "The Pillars of Story Structure" by Prof. Peter von Stackelberg (2017) & "Storytelling Frameworks" by Prof. Leonard Neuker (2018).

## Kurt Vonnegut's Story Structures



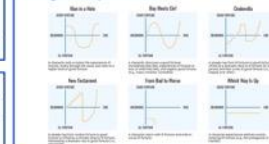
## Context:

**Kurt Vonnegut** was the author of *Slaughterhouse-Five*, known for his satirical and darkly humorous novels. He published 14 novels, 3 short story collections and 5 plays over 50 years. Vonnegut believed that ideas, and the convincing communication of those ideas to the reader, were vital to literary art. He once said "There's no reason why the simple shapes of stories can't be fed into computers".

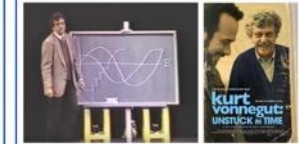
## Business Application:

Vonnegut was a student of storytelling who never stopped learning on the job, and passing what he'd learned to the next generation of storytellers. When he was once asked for communications advice, Vonnegut replied, "We have to continually be jumping off cliffs and developing our wings on the way down." Storytelling is hard. Vonnegut would have encouraged business leaders to never stop learning.

## Vonnegut's Story Structures

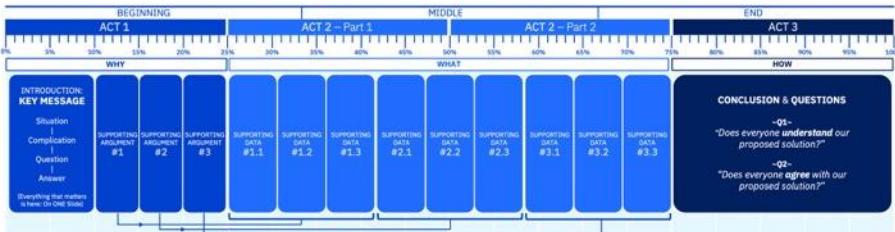


## Learn More:



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## Minto's Pyramid Principle



## Context:

The Pyramid Principle is a storytelling tool that quickly and clearly communicates complex issues to busy business executives. It was developed by **Barbara Minto**, a McKinsey consultant in the 1970s. Her pyramid literally ripped presentations on their head and over 50 years later, it is still widely recognised as the standard for communicating concepts and arguments in a logical, well-structured way.

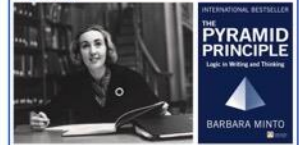
## Business Application:

Unlike other storytelling structures, **Minto's Pyramid** was designed for business. Instead of focusing on a narrative arc or a transformational hero's journey, it starts at the end (and the proposed solution) and systematically works backwards to carefully explain why the ending (the solution) works. It is ideal for presentations to busy executives when complex topics need to be communicated quickly.

## Minto Pyramid Principle



## Learn More:



These frameworks were prepared by Jeremy Connell-Walsh July 2020 building upon "The Pillars of Story Structure" by Prof. Peter von Stackelberg (2017) & "Storytelling Frameworks" by Prof. Leonard Neuker (2018).

## Jeremy's Mission Critical Script



## Context:

**Jeremy Connell-Walsh** created this simple 3-act structure as part of a "Technical Communications" project to help business leaders communicate more effectively in mission critical environments. Inspired by military COBRA loops and Duarte's Sparkline, the Mission Critical Script is effective in its simplicity because it helps business leaders to construct arguments in his pressure, high-risk situations.

## Business Application:

When a lot is at stake and the success of a pitch or a project can rest on a single presentation. This simple **SITUATION, COMPLICATION, RESOLUTION** structure helps to quickly construct communications for C-level pitches and important conversations. Deployed correctly, it is especially useful for winning hearts and minds and influencing boardroom executives, when no slides will be shown.

## Jeremy's Mission Critical Script



## Learn More:



These frameworks were prepared by Jeremy Connell-Walsh July 2020 building upon "The Pillars of Story Structure" by Prof. Peter von Stackelberg (2017) & "Storytelling Frameworks" by Prof. Leonard Neuker (2018).

## Billy Wilder's Story Structure



## Context:

**Billy Wilder** was a six-time Oscar winning Hollywood film director who made such classics as *Sunset Boulevard* and *Harlow*. His films were known for their tight plots and memorable dialogue. Wilder believed that no matter how talented the actor, the result would be better if you bent the script to their personality, rather than force a performance beyond their limitations.

## Business Application:

Great business leaders are not always great communicators. The way that Wilder bent his stories to suit the skills of the talent, is a good lesson we could apply to business. Why not take more notice of the personality type of the presenter, and re-purpose the script to help them make it their own? When asked for storytelling advice, Wilder often just said, "Don't be boring".

## Billy Wilder's Storytelling Tips:

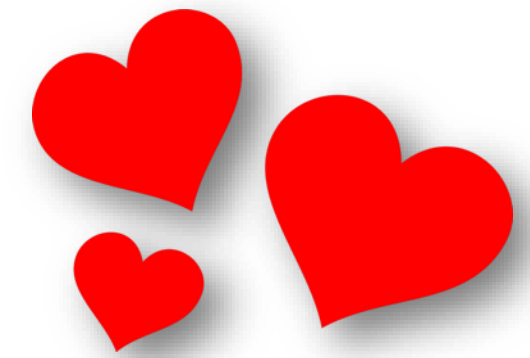
1. The audience is "fickle".
2. Grab 'em by the throat and never let 'em go.
3. Develop a clear arc of action for your leading character.
4. Know where you're going.
5. The more subtle and elegant you are in telling your plot points, the better you are as a writer.
6. If you have a problem with the third act, the real problem is in the first act.
7. A tip from Lubitch: Let the audience add up her two plus two. They'll love you for it.
8. In doing voice-overs, be careful not to describe what the audience already sees. Add to what they're seeing.
9. The event that occurs at the second act curtain triggers the end of the movie.
10. The third act must build, build, build in tempo and action until the last scene, and then—there's it. Don't hang around.

## Learn More:



These frameworks were prepared by Jeremy Connell-Walsh July 2020 building upon "The Pillars of Story Structure" by Prof. Peter von Stackelberg (2017) & "Storytelling Frameworks" by Prof. Leonard Neuker (2018).





COLD OPEN: THE HERO'S WORLD (AS IT IS)		THE TRANSFORMATION... THE SOLUTION
♥ _____	⚡ _____	😊 _____
♥ _____	⚡ _____	😊 _____
♥ _____	⚡ _____	😊 _____
BUT... THE PROBLEM		



**FEEL** → **DO**



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



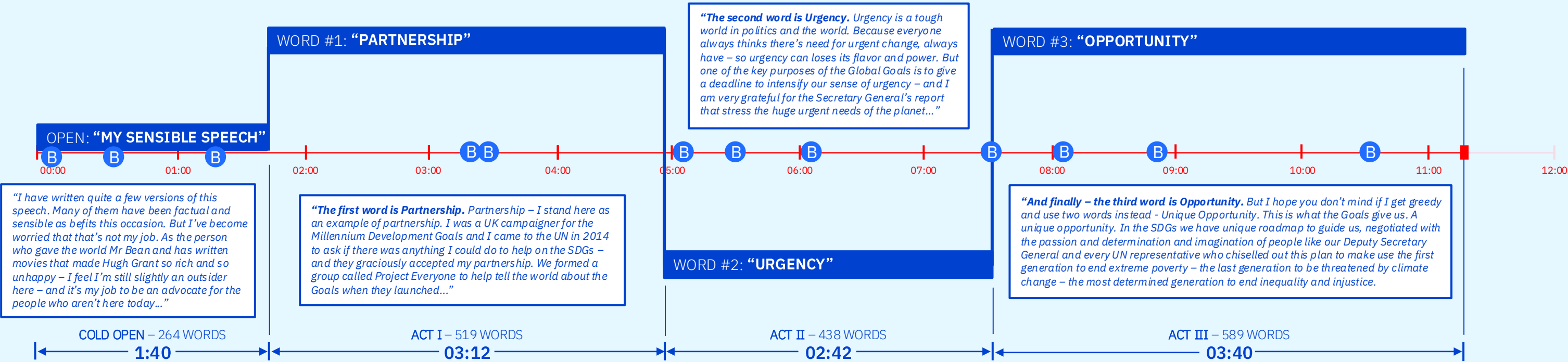


# Richard Curtis

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)  
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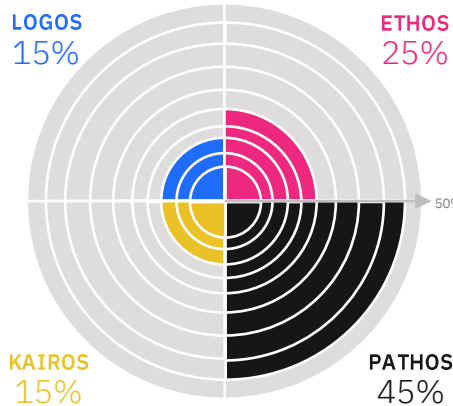


Time:	11:14
Words:	1,810
Speaking: (Words per Minute)	162
Readability Score (GFI)	13.69
Optimism Index	79.50

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>B</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 <i>Project Everyone</i> , an organization dedicated to raising awareness of the SDGs. Creative background (creator of Mr. Bean and as a writer behind many successful films).

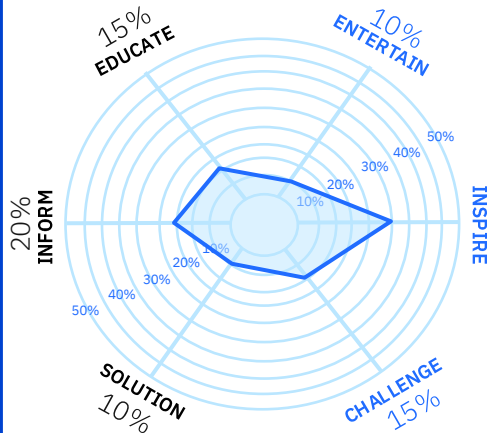
## Rhetorical Analysis

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



## Emotional Intelligence

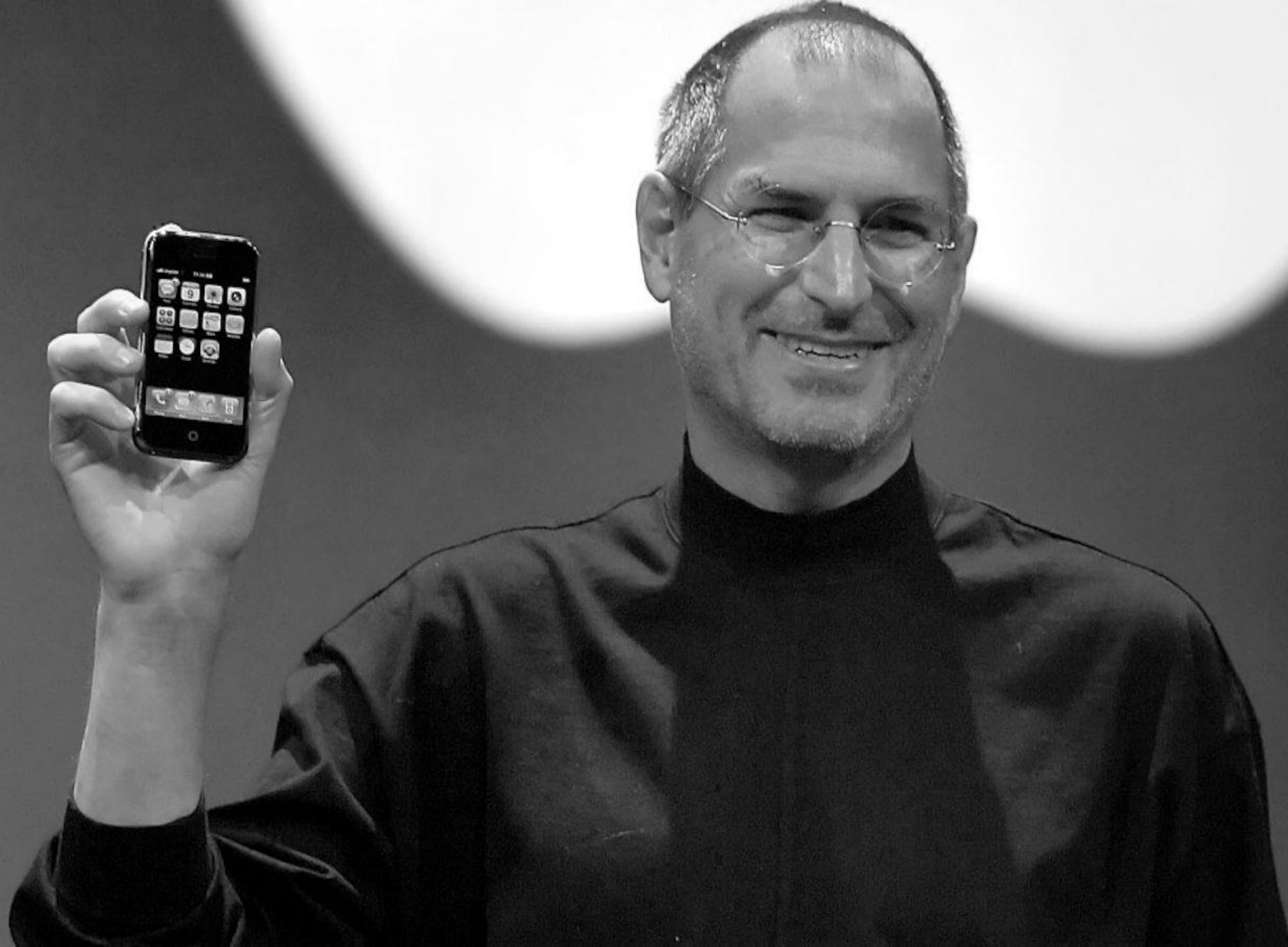
Calculated using Meta’s Llama-3 powered  
[Artificial Emotional Intelligence Assistant](#)

















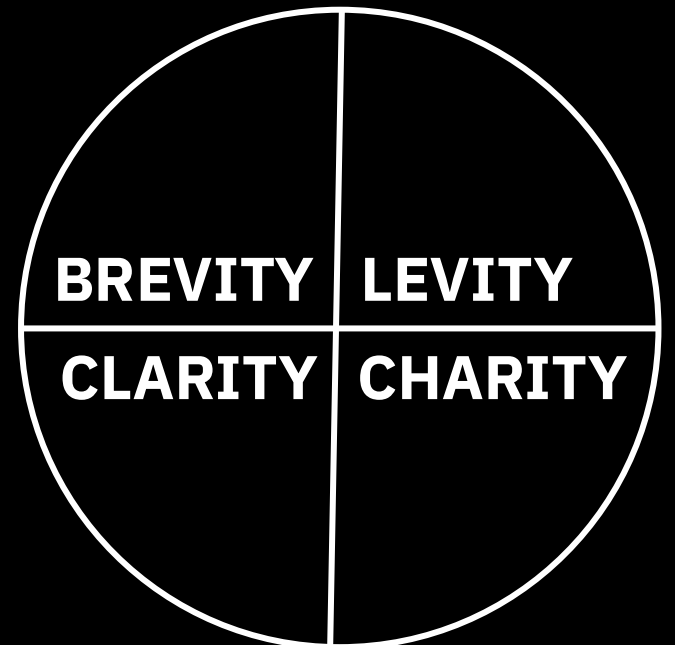
**OUTLINE**

**HEADLINE**

**SIDELINE**

**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 cancelation 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 world in politics and the world. Because everyone always thinks there's need for urgent change, always have – so urgency can loses 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 there 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](#)



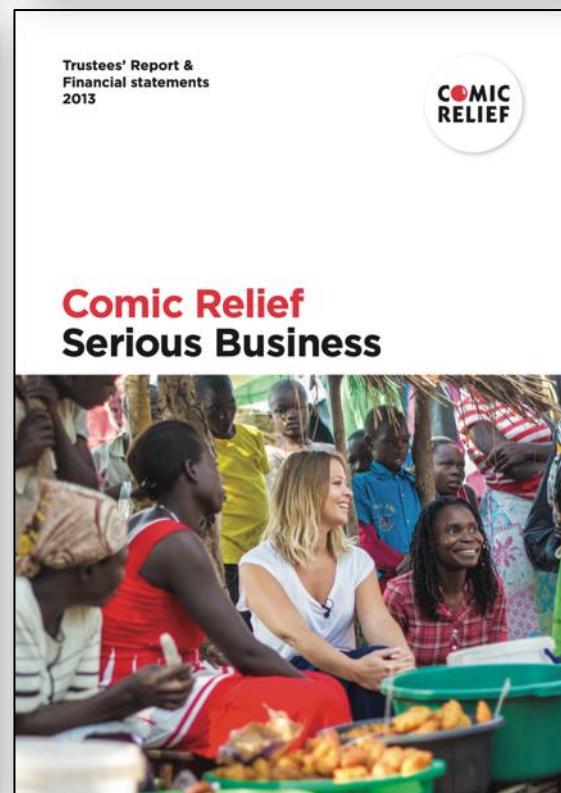
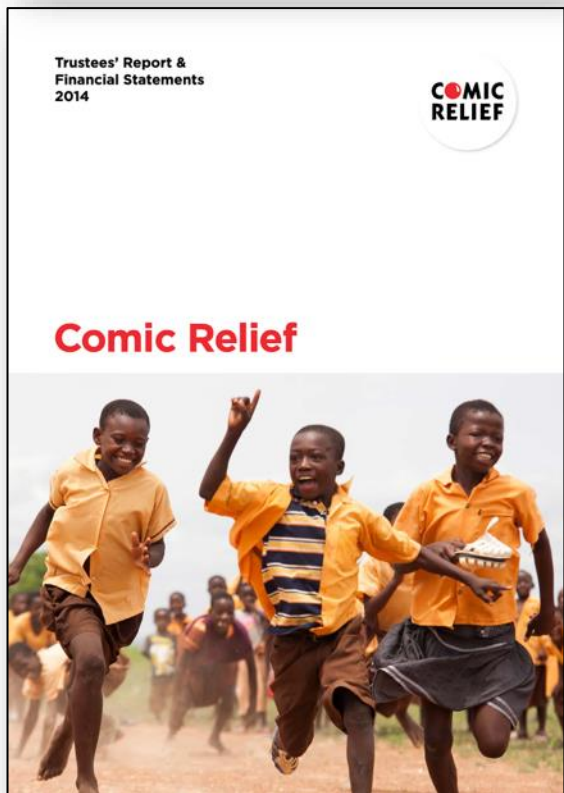
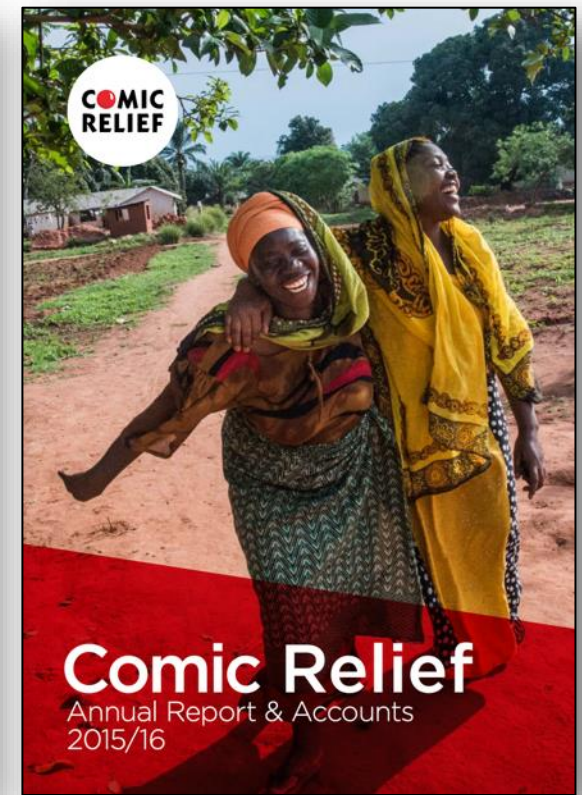
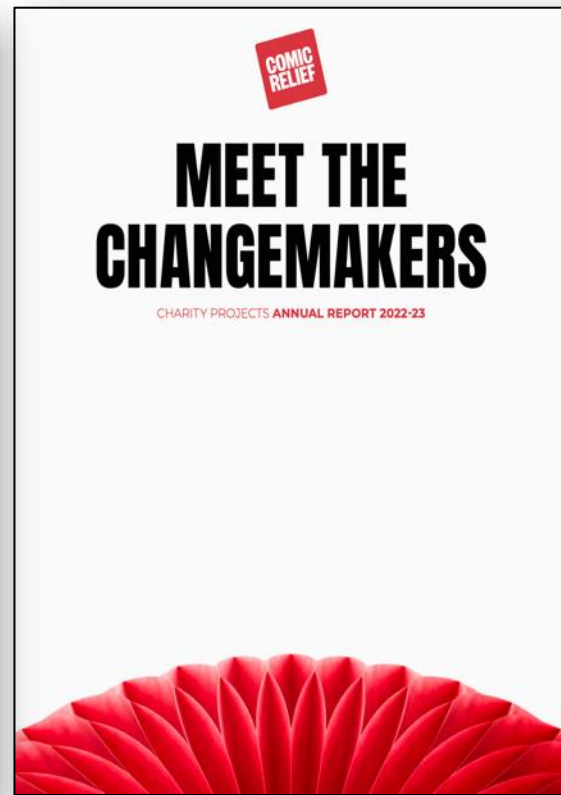
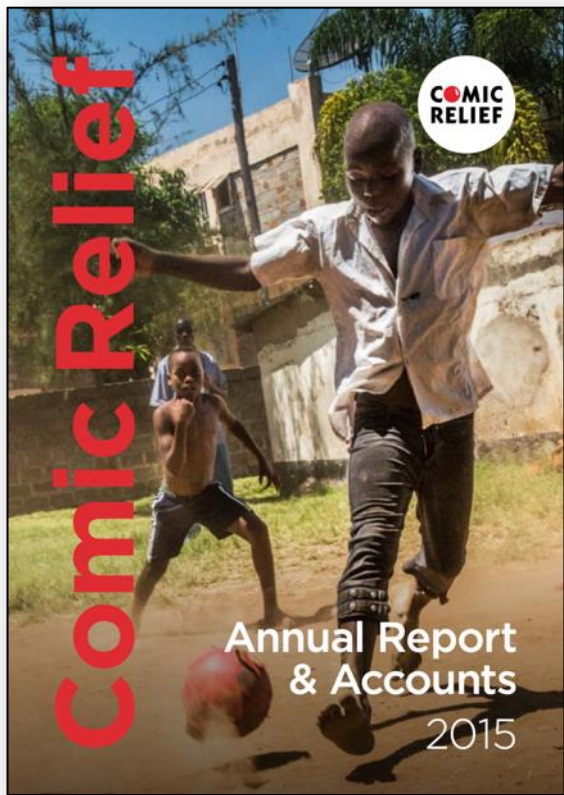


what if?











## 💡 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





Comic Relief Creative Assistant [PRIVATE TEST]

Live

Only me

Last edited Nov 9

...

Share

Update

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 t

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...

PDF

Investment\_Review\_Pa...

PDF

Investment\_Review\_Six...

PDF

Comic\_Relief\_Annual\_R...

PDF

Comic\_Relief\_Annual\_R...

PDF

Comic\_Relief\_Annual\_R...

PDF

ComicRelief\_Annual\_Re...

PDF

Comic\_Relief\_Annual\_R...

PDF

Comic Relief\_Report & ...

PDF

Comic\_Relief\_Annual\_R...

PDF

Charity\_Projects\_Annu...

PDF

CP\_Signed\_Accounts\_p...

PDF

Comic\_Relief\_Annual\_R...

PDF

Comic\_Relief\_Annual\_R...

PDF

Comic\_Relief\_Annual\_R...

PDF

Preview

Model 5

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

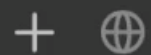




Creative assistant (trained on 13 years of Comic Relief data) to help Comic Relief employees, friends and partners to tell better stories.

By community builder

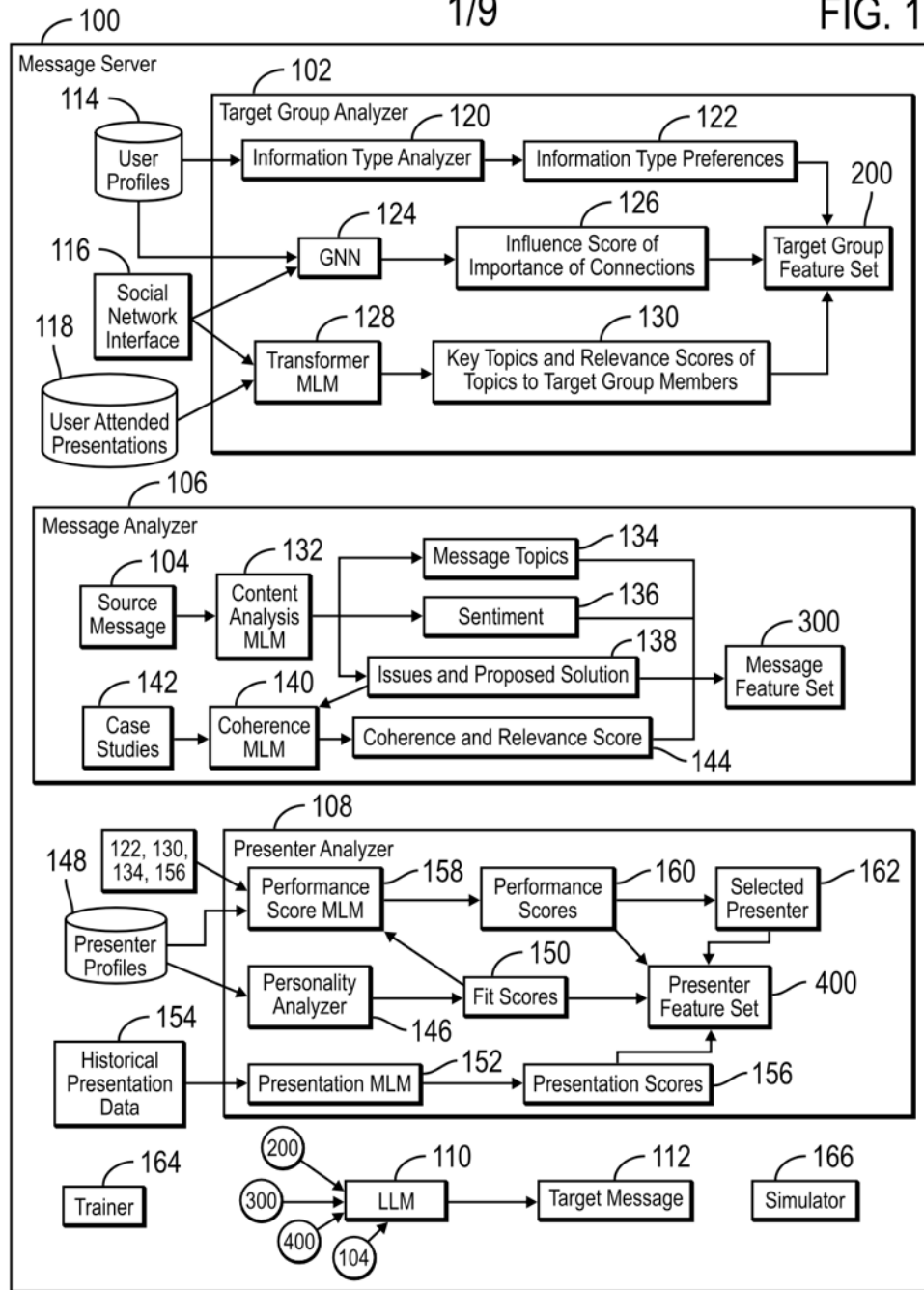
Message Comic Relief Creative Assistant [PRIVATE TEST]





1/9

FIG. 1



2/9

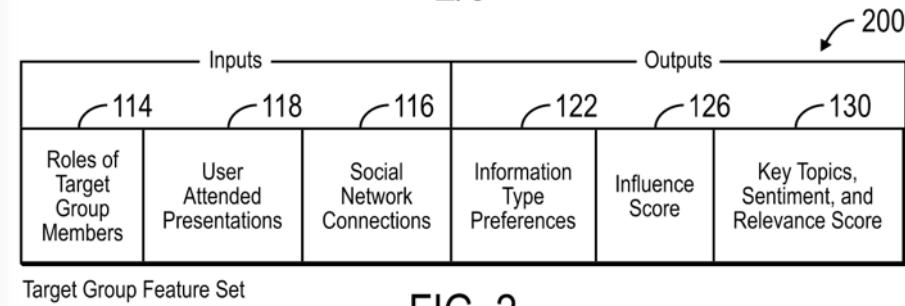


FIG. 2

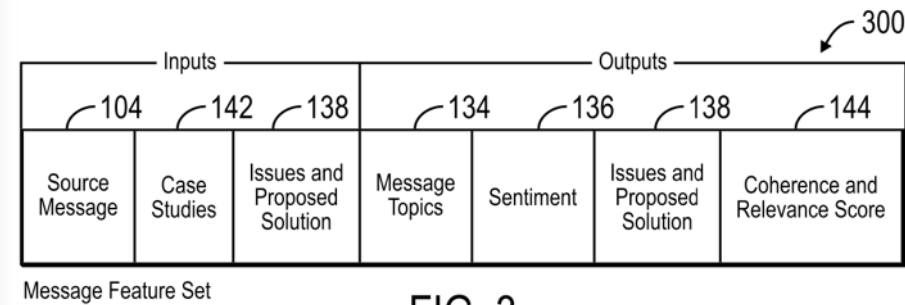


FIG. 3

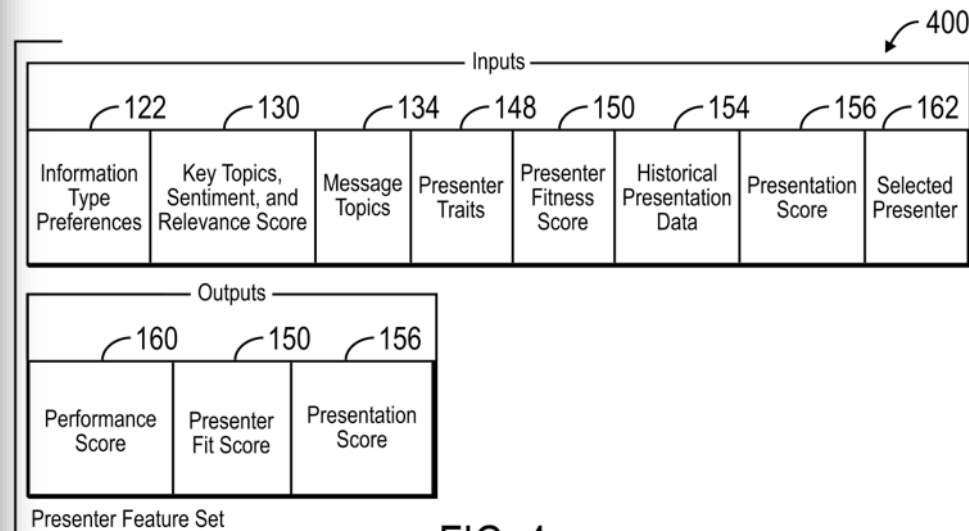


FIG. 4

3/9

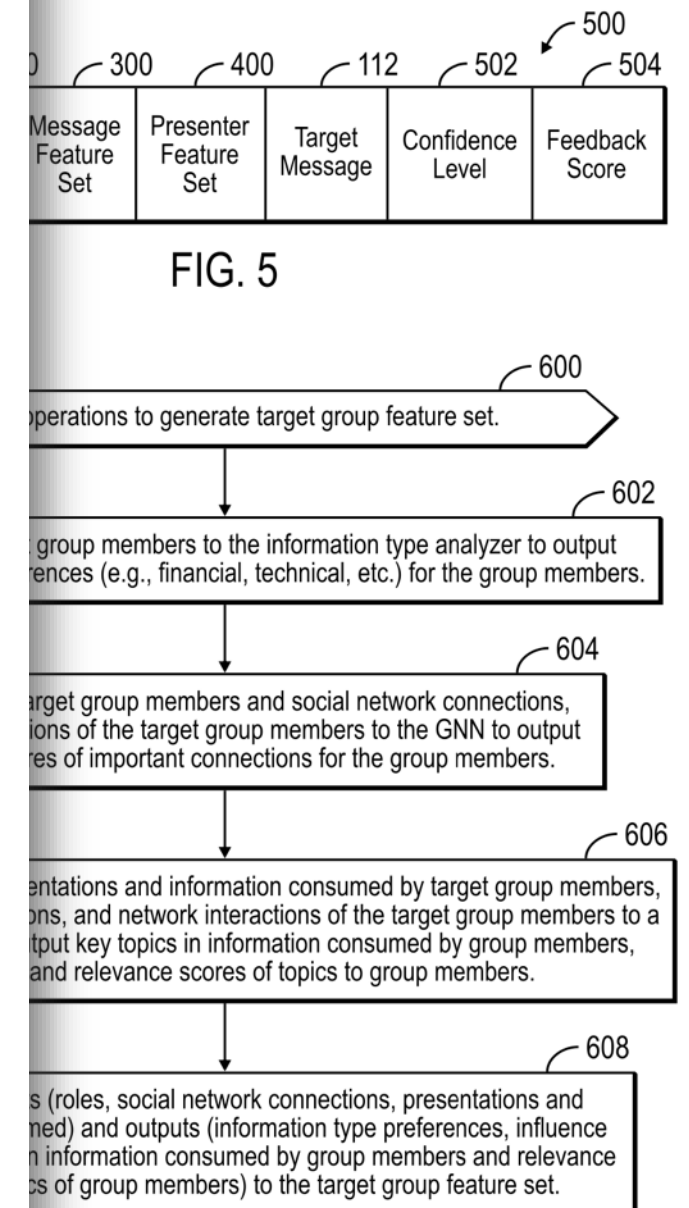


FIG. 5

FIG. 6





How to Create Custom GPT | OpenAI Tutorial



Kevin Stratvert

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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

From



AI AGENTS10:09

AI Agents, Clearly Explained

Jeff Su

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AI

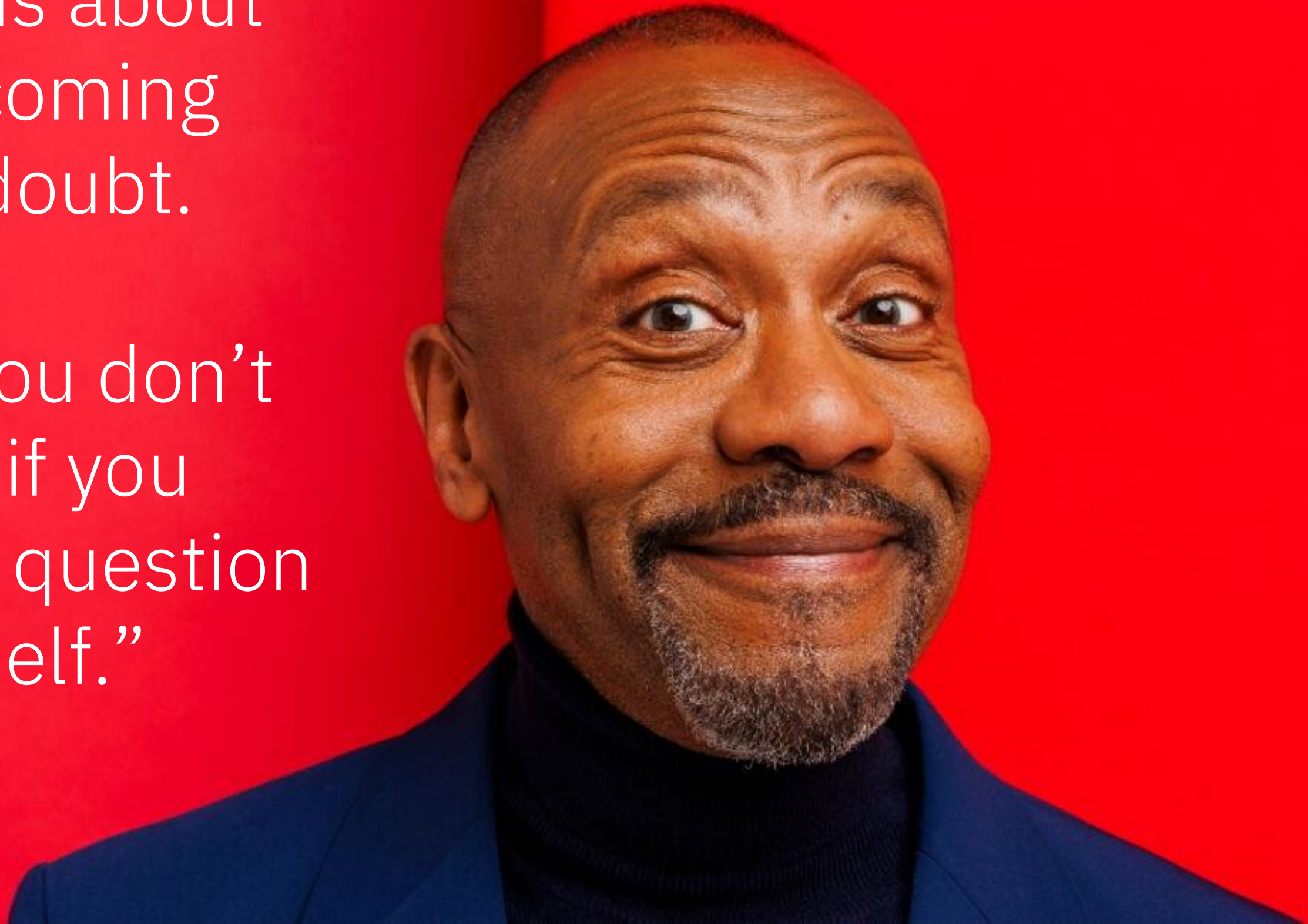


IA



“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)