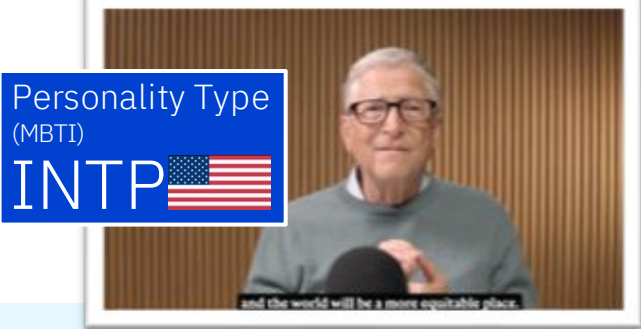


The Turbulent AI Era is Here...

BILL GATES: Gates Notes Memo (August 2026)

<https://www.gatesnotes.com/home/home-page-topic/reader/a-turbulent-ai-era-and-critical-choices-to-make>



ACT I: We need a plan to ensure that the good outweighs the bad.

AI is both the most powerful tool for advancing equity and the greatest threat to equity that humans have ever invented. AI's ability to replace and exceed human cognition will usher in one of the most turbulent eras in history.

- Many jobs will disappear. White collar jobs first with blue collar ones to follow.
- AI could empower criminals to create bombs, bioweapons, and computer viruses.
 - AI could stunt our kids development and replace human relationships.
- At the same time, the positive things about AI will be amazing. AI will accelerate innovation in the world's toughest technical challenges, providing reliable clean energy for everyone, avoiding climate change, growing enough food, stopping diseases, improving education, and a lot more.
- If we manage the transition well, the good will vastly outweigh the bad.

ACT II: "But we aren't prepared."

But I worry that we aren't preparing.

There's no plan to ease the entry into the AI era and not even a plan to have a plan.

How do we ensure that the benefits of AI reach everyone, particularly those without wealth, influence, and access?

ACT III: The payoff for humanity will be phenomenal .

I released a memo that challenges the world to put this very high on the agenda.

The world has a chance to act now before unemployment rises sharply.

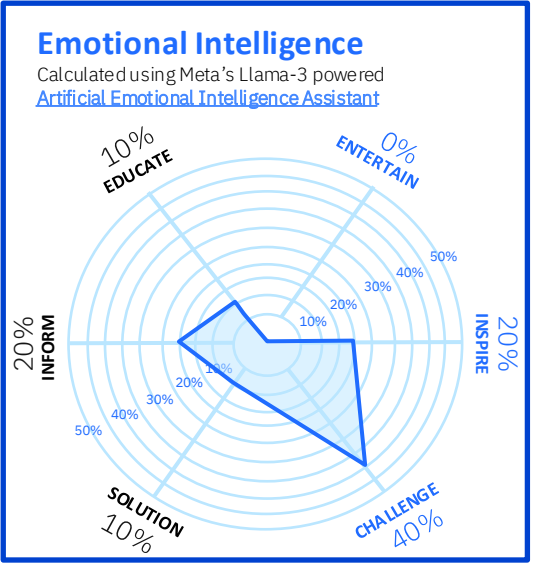
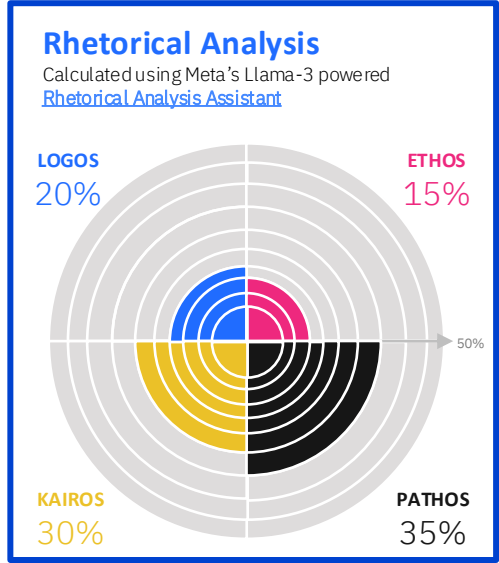
Communities are hurting and public trust has eroded. This unprecedented technology demands an unprecedented response in every country and globally.

If we get it right, the payoff for humanity will be phenomenal and the world will be a more equitable.



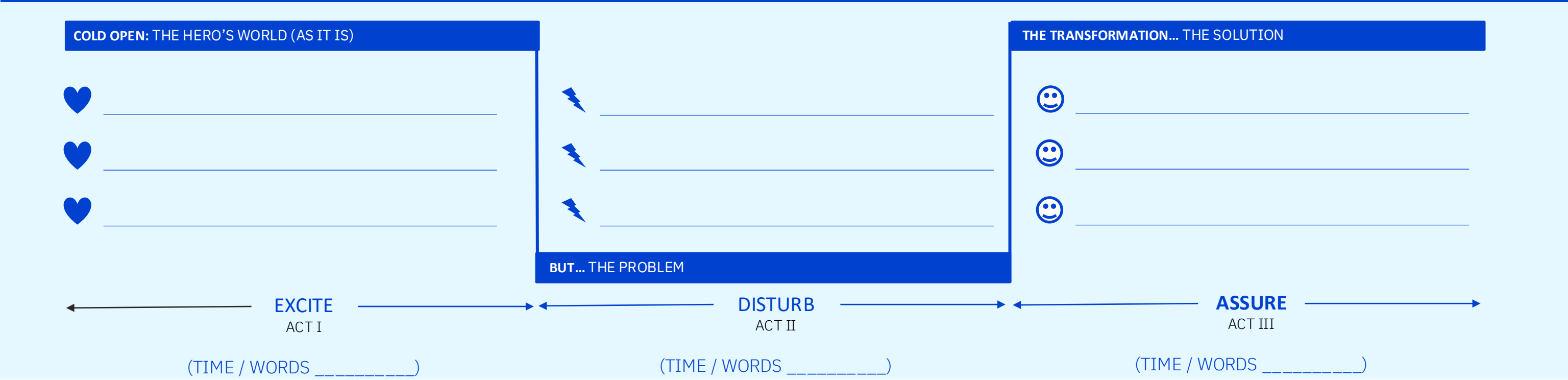
Time:	1:51
Words:	243
Speaking: (Words per Minute)	131
Readability Score (GFI)	11.64
Lexical Density	51.85

 Problem	We are entering the AI era without a plan for making sure its benefits are shared fairly. Practical problem: AI will create prosperity & disruption. Societal problem: The people with the least wealth may bear the greatest costs. Leadership problem: Governments, businesses and institutions aren't preparing for the transition quickly enough.
 UVP	Gates's unique PoV is captured in one paradox: AI could become the greatest equalising force in history — or the greatest amplifier of inequality. <i>The difference will be what humans do next.</i> More interesting than simply "AI is good/bad". Reframes the debate from a technological question into a societal one by asking <i>who gets left behind</i> instead of <i>who benefits</i> ?
 Surprise	You expect this story from one of the world's most famous technologists to tell you how extraordinary AI will be. Instead, he tells you to be worried. But then he SURPRISES you again by refusing the dystopian conclusion. Surprising reversals: AI is the solution → AI is also the problem. Blue-collar workers are threatened → white-collar workers go first.
 Urgency	"The world has a chance to act now before unemployment rises sharply" changes the story from "something important is happening" to "something important must happen now." This creates tension from the gap between the speed of AI and the speed of our response. The danger is real + the window is closing + we can still do something.
 "But"	B 1X (0:62 secs) <i>"But I worry that we aren't preparing. There's no plan to ease the entry into the AI era and not even a plan to have a plan."</i> This tension using "but" creates dopamine which drives engagement, captures attention, and provides story structure.
 Credibility	Optimistic but not naïve. Establishes credibility not through status but through the argument itself. This creates <i>intellectual credibility</i> by demonstrating range and showing both sides of AI. Eg. articulate the dangers (job displacement, bioweapons, cybercrime, children's development) while also understanding the extraordinary opportunities in energy, climate, health etc.



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

←

→

←

→

←

→

EXCITE

DISTURB

ASSURE

ACT I

ACT II

ACT III

(TIME / WORDS _____)

(TIME / WORDS _____)

(TIME / WORDS _____)

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