

Moore eSSentials



AI4 Influence

Leveraging AI on Your Recruiting Desk



Thank you
Top Echelon
for having us.





Three Objectives

1. Market Snapshot
2. Recommendations
3. Practical Application





Market Snapshot





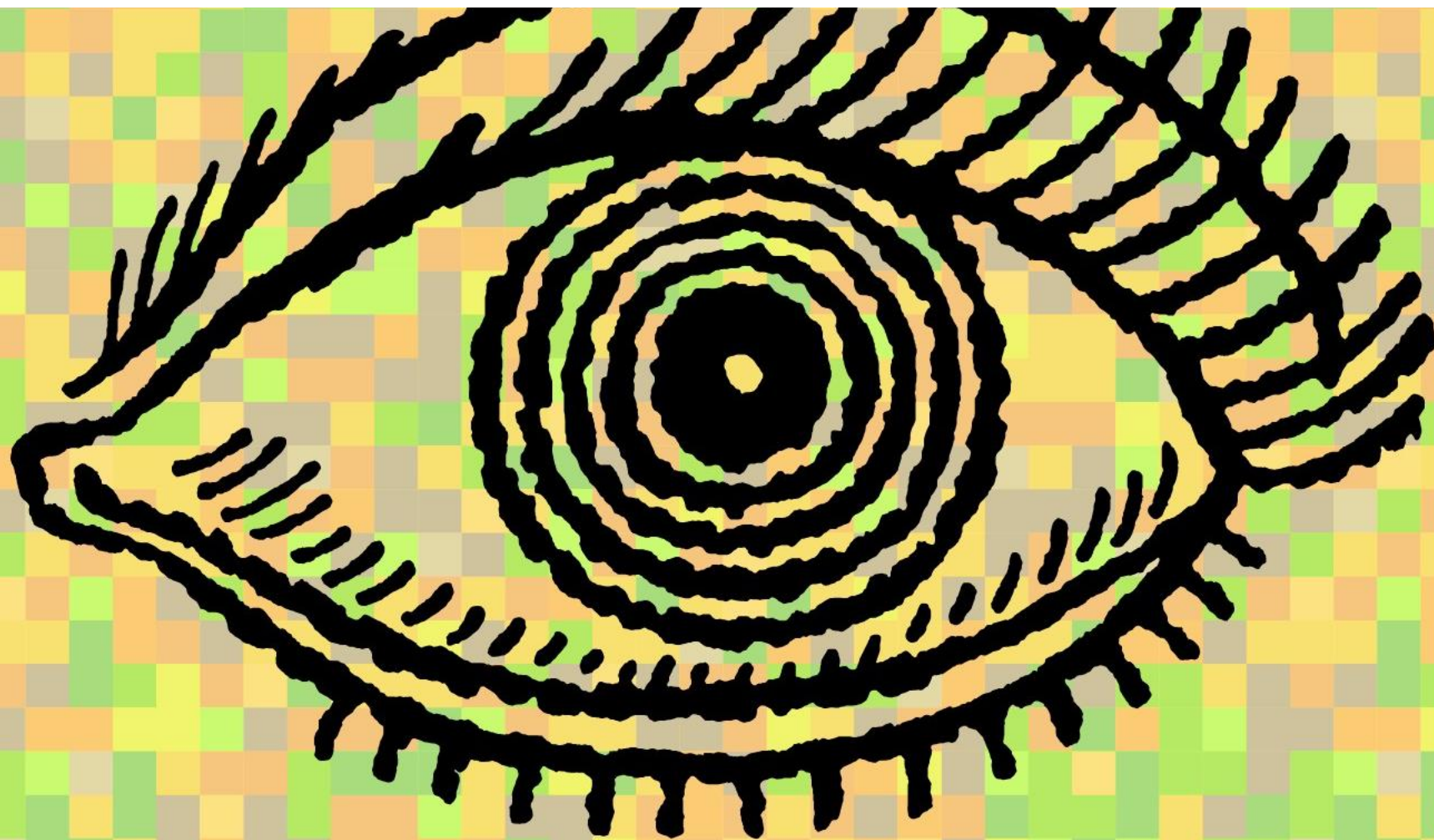
Nvidia is the backbone of the AI World, providing chips to LLMs. Their market cap is now larger than the entire pharmaceutical industry.

**OpenAI becomes the
world's most valuable
private company**

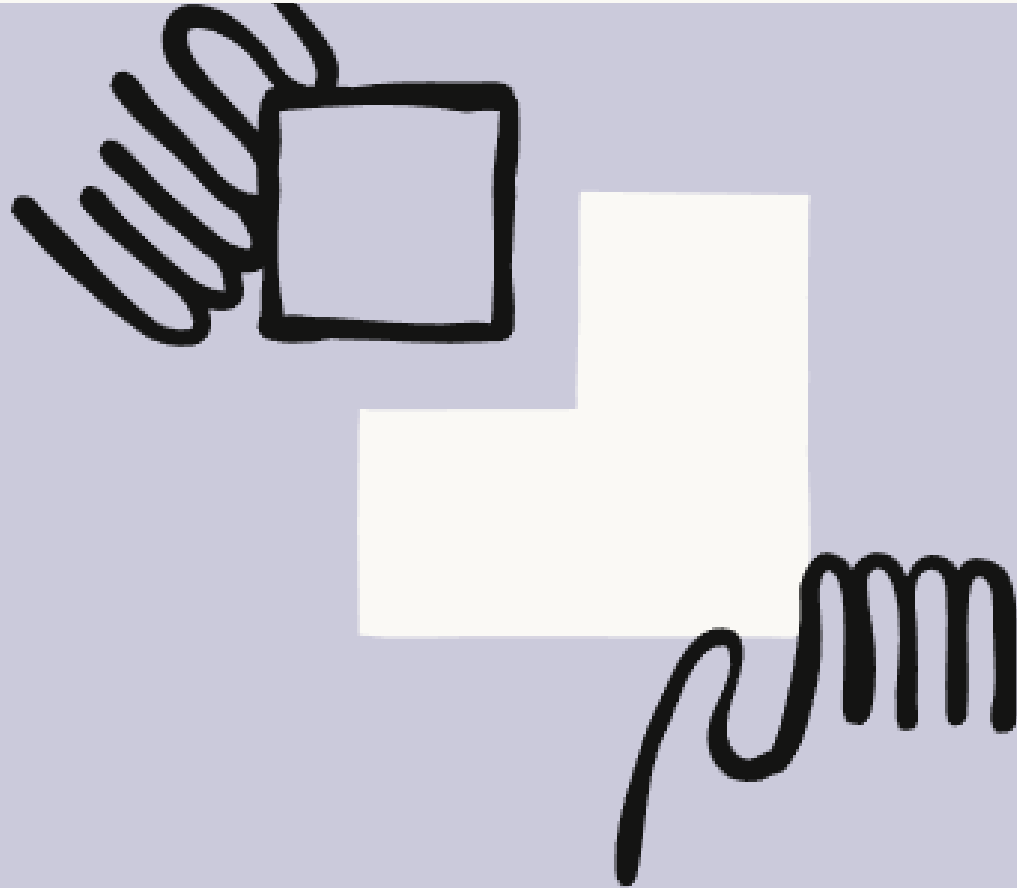


OpenAI's Sora 2 is an unholy abomination

The age of AI slop is upon us.



**A small number of samples can poison
LLMs of any size**





Elon Musk Gambles Billions in Memphis to Catch Up on AI

xAI aims to win tech arms race with 'Colossus' data centers, thrown up at lightning speed; city divided over massive power and water demands



Exclusive: AI could erase 100 million
U.S. jobs, Senate Dem report finds



AI is not killing jobs, US study finds

Research shows little evidence that cutting-edge tech such as chatbots is putting people out of work





Recruiters Use A.I. to Scan Résumés. Applicants Are Trying to Trick It.

In an escalating cat-and-mouse game, job hunters are trying to fool A.I. into moving their applications to the top of the pile with embedded instructions.

Building the Future of AI

October 1, 2025

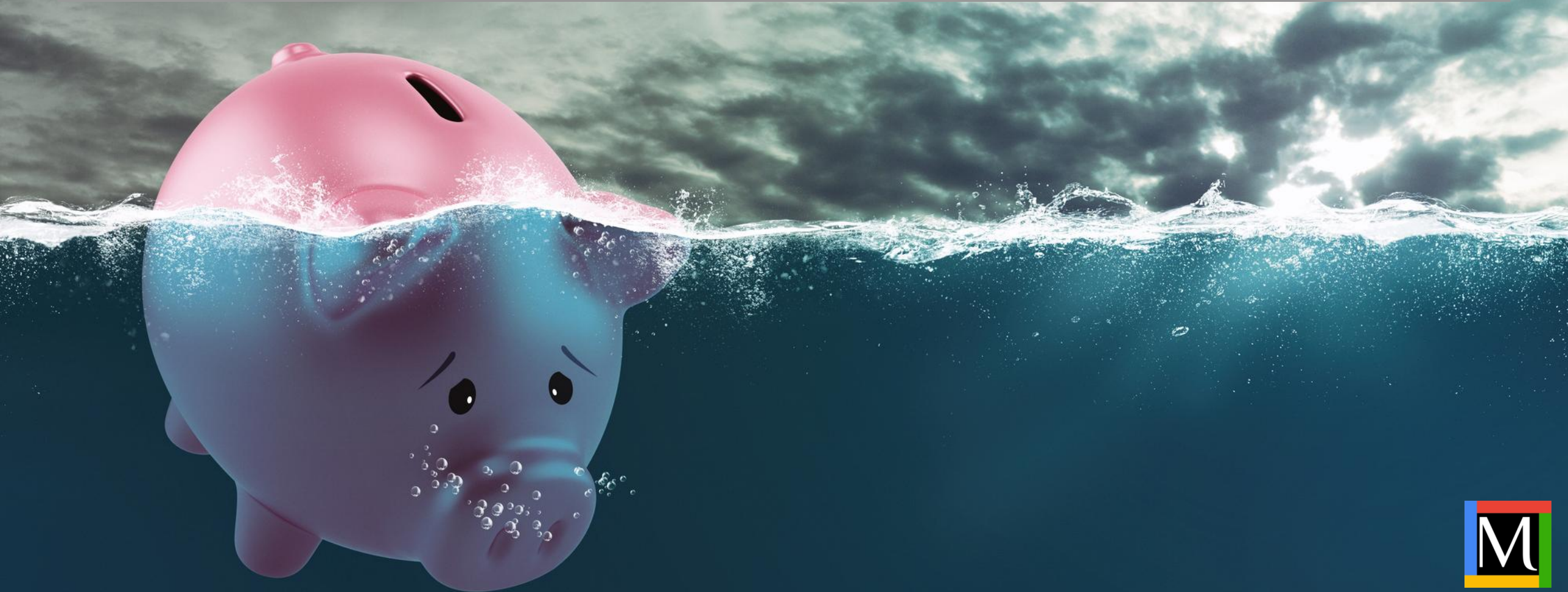


This Is How the AI Bubble Bursts

Yale SOM leadership expert Jeffrey Sonnenfeld and co-author Stephen Henriques write that the tangle of AI deals among tech giants could be signs of dangerous overinvestment in the developing technology. They outline three ways the bubble could pop.

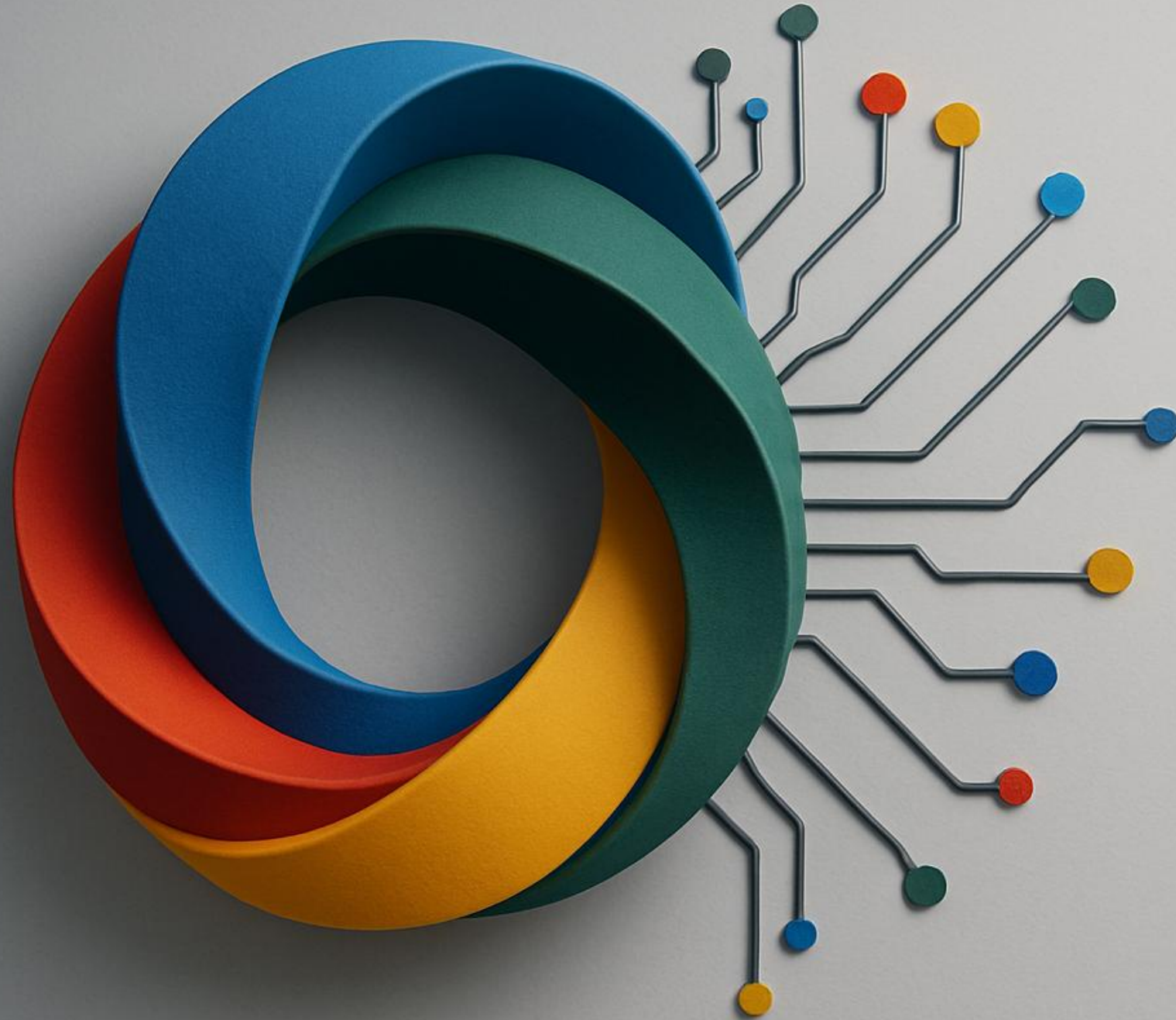


At \$1.2 Trillion, More High-Grade Debt Now Tied to AI Than Banks



Why AI Agents Will Be The Death of the B Player. In Almost Every Category.





Let's Talk
Agentic AI



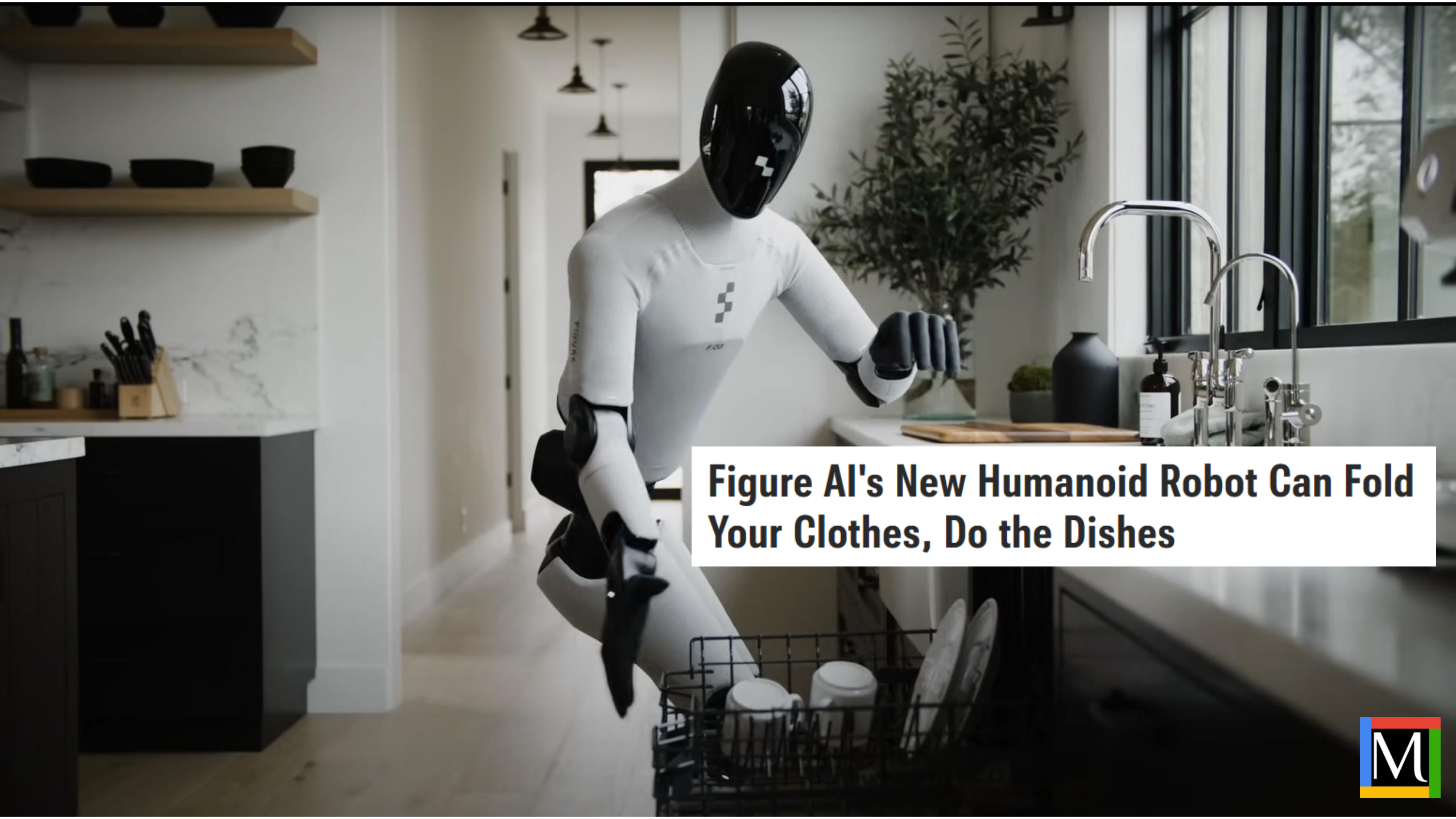
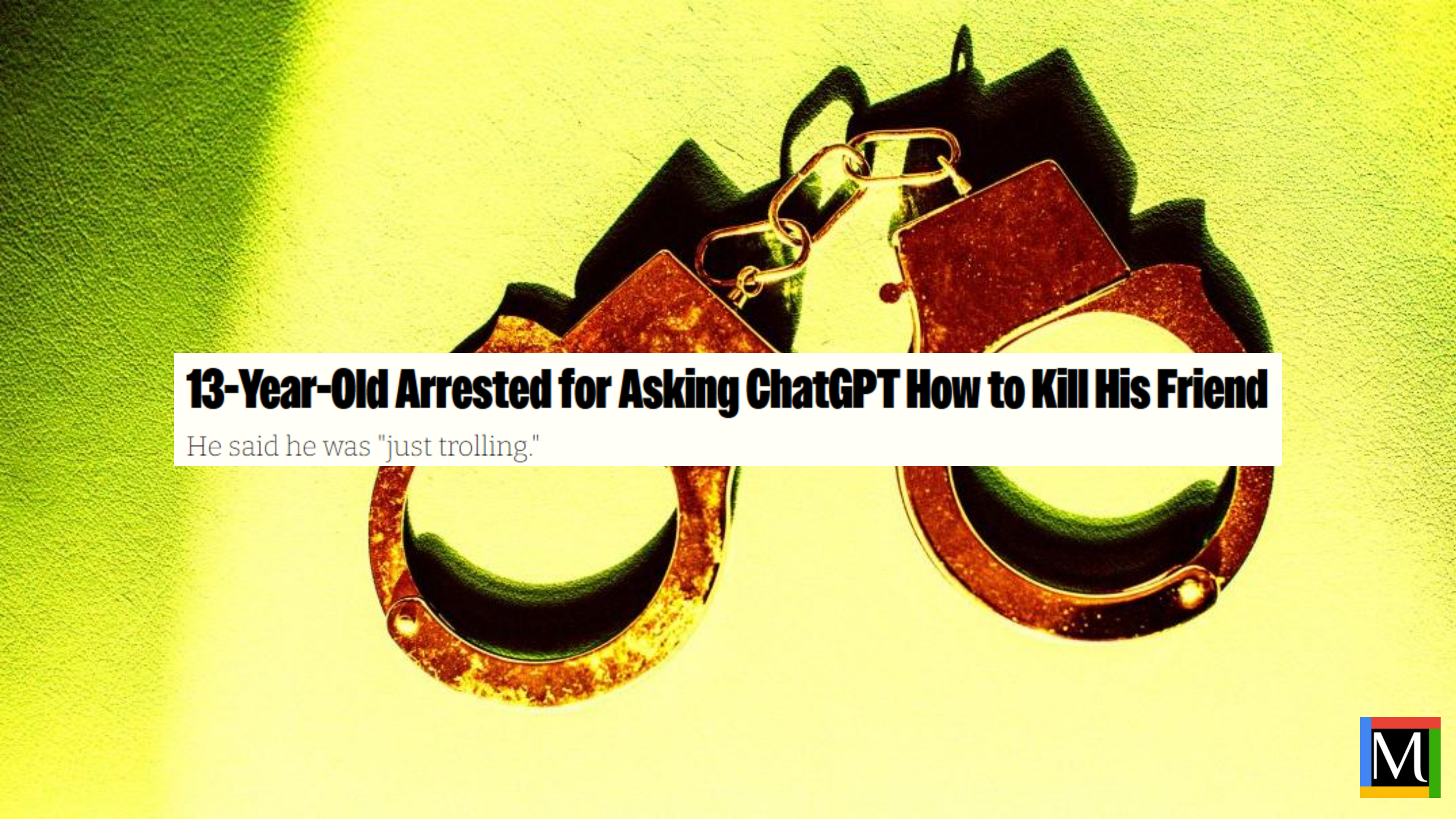


Figure AI's New Humanoid Robot Can Fold Your Clothes, Do the Dishes

A pair of rusty metal handcuffs is shown against a green background. The handcuffs are positioned horizontally, with the two cuffs facing each other. They are made of a dark, textured metal, possibly steel, and show signs of rust and wear. A small metal ring connects the two cuffs. The background is a solid, vibrant green color.

13-Year-Old Arrested for Asking ChatGPT How to Kill His Friend

He said he was "just trolling."

Deloitte to partially refund Australian government for report with apparent AI-generated errors



National Park Service tests autonomous AI-operated lawn mowers on the National Mall, other sites





The Global AI Film Award is now accepting applications

Oct 01, 2025
2 min read

Storytellers globally can now participate in the AI Film Award, with a prize of USD \$1 million presented by the 1 Billion Followers Summit. Submissions are open until November 20, 2025, and the film needs to be generated by Google's AI models and tools including Gemini, Flow and others.



All of That
Happened
In The Last
15 Days





GLOBAL TRUST INDEX

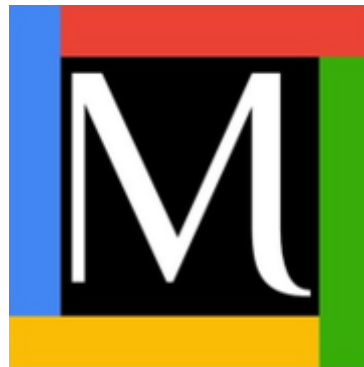


Trust Recession

No one trusts anyone.



Efficient Attention



Efficiency saves time.
Influence generates revenue.



Influence is
Invisible



Benefits of Infographics

- Content posts that include images and graphics have up to **650%** higher engagement
- Infographics are **30 times** more likely to be read than a written article
- Presentations that include infographics are up to **43%** more persuasive than presentations without them
- The drive to read increases by **80%** when an infographic is included in an article
- Infographics are considered the second most valuable visual content at **36.6%**
- Websites that use infographics within their content generate **12%** more traffic than those that don't
- **45%** of online visitors are more likely to click on a link if they know it contains an infographic
- Blogs posts and articles that contain infographics produce up to **178%** more [inbound](#) [external links](#)



Gemini Canvas

Bring your ideas to life as apps, games, infographics and more. Go from prompt to prototype in minutes, with the power of Gemini 2.5 Pro, our most capable model.

Try Canvas



Hello, Tricia

What should we do today?

Make a photo look like instant film



Create a professional headshot



Deep Research

Create videos with Veo

Create images

Canvas

Guided Learning

Ask C

+ Tools

1. Go to Gemini
2. Select Tools
3. Select Canvas
4. Ask it to research something and emphasize the importance of stats
5. Once it's done, select Create in the upper right corner of the Canvas
6. Iteratively prompt



Quiet Influence





Ask Every Person This Question

Here's a weird question for you...
have you ever taken a personality
profile? Meyers-Briggs, DISC,
Ocean, Enneagram... any of them?

What are you?



If They Don't Know

- Capture their writing samples
 - Emails they've sent you
 - Their LinkedIn profile content
 - Social media posts
 - Anything they've personally written
- Combine their samples into one document
- Ideally, two pages or more of content



ChatGPT Prompt (Attach Sample)

Analyze the attached writing sample to infer personality and work style from career choices, communication, and presentation. Evaluate patterns in roles, language, and education using frameworks like DISC, Enneagram, Big Five, or MBTI, considering industry and cultural context. Process: identify behavioral indicators, cross-check for consistency, apply the framework, and rate confidence with noted data gaps. Output includes an executive summary of suspected traits and strengths, a prediction of their DISC, Enneagram, Big Five and MBTI, and a confidence score around each. Keep tone analytical, avoid absolutes, note that profiles may be curated, and distinguish persona from full personality. Include reliability disclaimers and offer follow-up questions if needed.



Context Engineering

Make the following documents

- Company summary with your notes
- Job Description with your notes
- Candidate Resume
- Candidate Interview Notes
- Candidate Personality Profile
- Hiring Manager Personality Profile



ChatGPT Prompt (Attach Documents)

Several documents are attached about a company with a job opening. The hiring decision maker is **Todd**, and the candidate interviewing for the role is **Tricia**. Do the following:

- **Predict Interview Questions:** List the questions Todd is most likely to ask Tricia during the interview.
- **Provide Realistic Answers:** Write the most honest and compelling answers Tricia could give
- **Identify Risk Areas:** Explain where Tricia is most likely to struggle or make mistakes in the interview.
- **Spot Personality Clashes:** Describe where Todd's and Tricia's personalities might conflict and why.
- **Give Coaching Advice:** Offer practical tips to help Tricia make a strong impression.
- **Highlight Strengths:** Show what parts of Tricia's experience or personality will matter most to Todd and explain how she should present them to connect with him.

The goal is to fully prepare Tricia for her interview with Todd. Anticipate what will be asked, how to respond, what to avoid, and how to stand out in the best possible way.



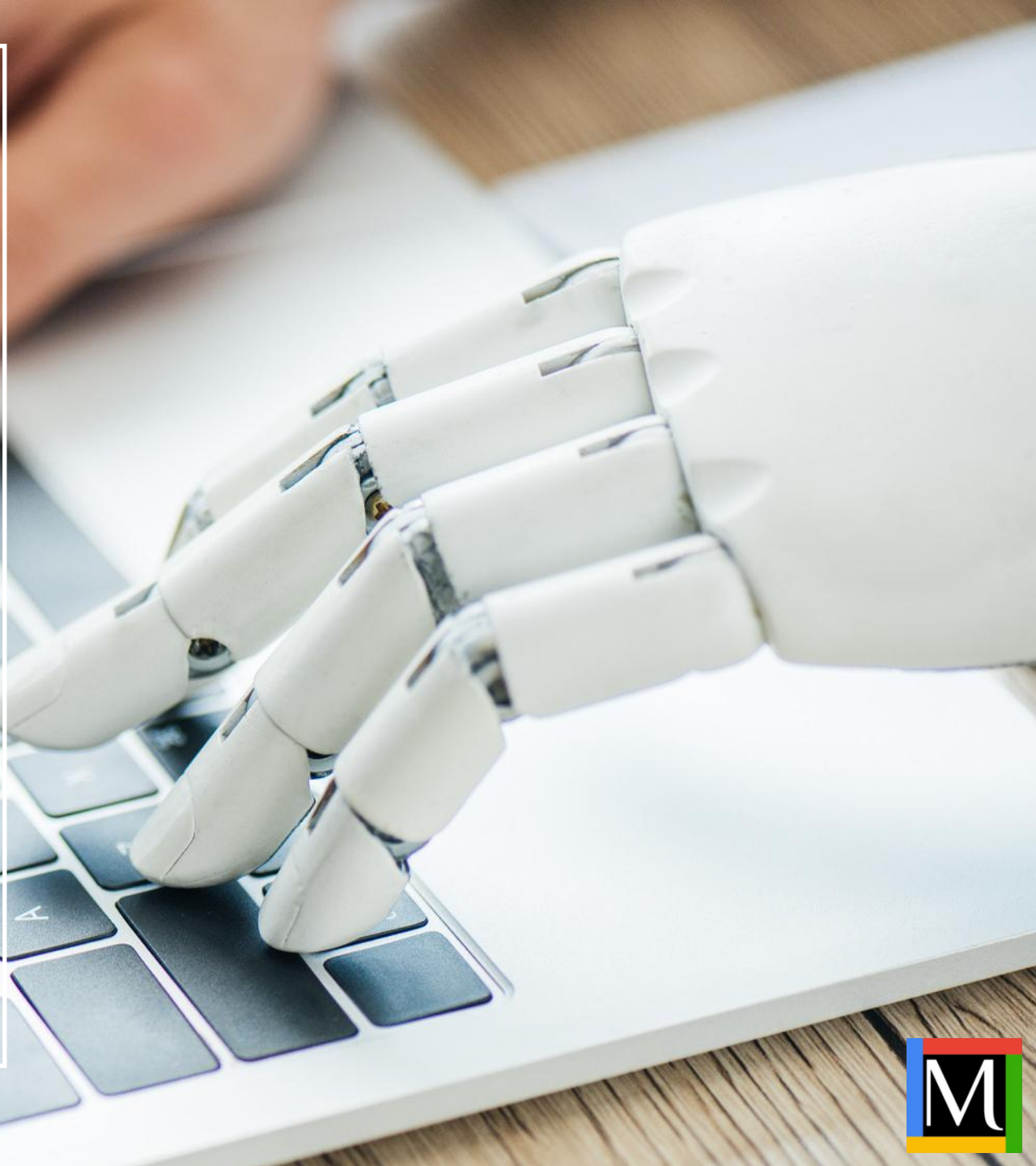


What Questions Can
We Answer For You?



AI4 Recruiters

- Apply AI to your recruiting desk
- Massively increase efficiency
- Full program recordings
- Microlearning modules
- Tool with 85+ Pre-built GPTs
- Access for one year
- Weekly Live Open Prompt Sessions
- \$5K for first seat, \$1K for additional
- Started last week teaching it live from the beginning



Client Cornucopia

- New clients by the end of training
- Stop marketing candidates
- Charge premium fees
- Have new clients come to you
- \$5K for first seat, \$1K for additional users
- One-year access to recordings
- **Live Session Starts on November 3, 2025**
- Mondays, Tuesdays, and Fridays for two hours each for three weeks



Moore eSSentials



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Thank You.

