Video Summary Report

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Executive Summary

Psychologists have found that when you tell someone your goal and they acknowledge it, it's called a social reality that mine is kind of tricked into feeling that it's already done. So if this is true, what can we do? Well, you could resist the temptation to announce your goal. You can delay the gratification that the social acknowledgement brings. But if you do need to talk about something, you can stay in a way that gives you no satisfaction. "We are Intel. We are the answers of tomorrow"

Detailed Analysis

00:00

Psychologists have found that when you tell someone your goal and they acknowledge it, it's called a social reality that mine is kind of tricked into feeling that it's already done. And then because you've felt that satisfaction, you're less motivated to do the actual hard work necessary. So if this is true, what can we do? Well, you could resist the temptation to announce your goal. You can delay the gratification that the social acknowledgement brings. But if you do need to talk about something, you can stay in a way that gives you no satisfaction.

02:51

"We are Intel. We are the answers of tomorrow," says Intel CEO Brian Krzanich. "So next time you're tempted to tell someone your goal, what will you say? Exactly, well done. Oh, very funny. You got me. Jesus, I changed it to a point," he adds. "We're Intel. we are the answer of tomorrow" "We areIntel. we're the answers to tomorrow," he says, adding. "You got me," says Krzanick.