

THE SIGNAL GAP

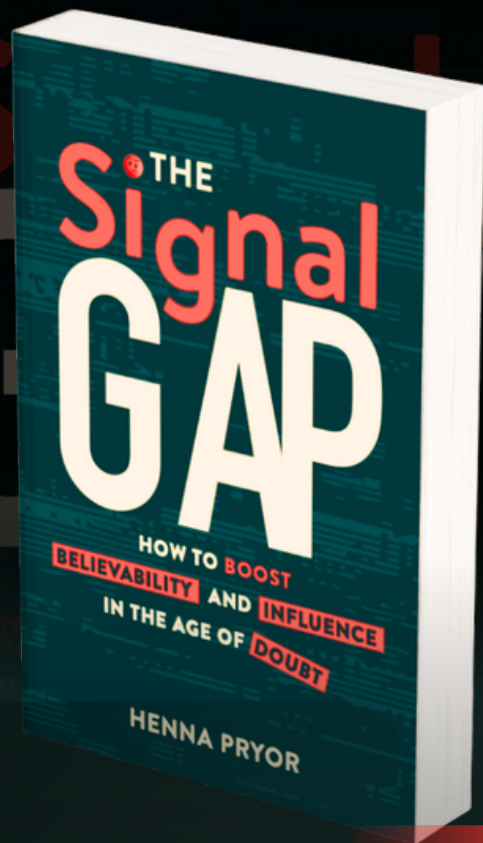
BY HENNA PRYOR

You're communicating more than ever. So why aren't people believing you?

From the author of *Good Awkward*, named one of Kirkus Reviews' Best Books of the Year

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Clarity is no longer enough. Hybrid work blurs our tone, digital brevity flattens our nuance, AI rewrites our voices, and trust is at an all-time low. In this verification-first world, people don't believe you based on your message alone - they believe you based on the signals they receive. When those signals drift or contradict each other, belief quietly degrades.

Your message can be perfect - and still fail to do its job.

Grounded in behavioral science, original research, and Pryor's signature playful style, *The Signal Gap* reveals the hidden mechanism of modern influence: how to keep your signals aligned so people can confidently trust what they hear from you. Believability is the missing link - distinct from authenticity, deeper than persuasion, and the ultimate performance skill in a world shaped by doubt.

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Featuring exclusive interviews with today's leading voices on influence and trust, including:



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AVAILABLE AS A KEYNOTE: *The Changing Psychology of Influence* - the popular, live experience of *The Signal Gap*'s core ideas, customized for your audience.

CONTACT US TO BOOK HENNA FOR YOUR EVENT!