



# Your 2026 Authority Gap Audit

A 10 point diagnostic checklist for Presidents, MDs, and VPs

This audit is designed to help you identify where your reputation is currently leaking money, deals, and influence.

Use our checklist to measure the distance between your **internal expertise**, and **how you're perceived in public**.

# Why this audit **MATTERS.**

## THE PROBLEM

Most leaders suffer from the Authority Gap.  
This is the invisible space between how  
respected you are inside your company, and  
how invisible you are to the wider market.

## THE CONSEQUENCE

If your reputation isn't working for you,  
it's working against you. It's costing  
you deals that less qualified but  
more visible leaders, are securing.

# The 10-Point Diagnostic

Answer these honestly. A "No" or a low score  
indicates an Authority Leak.

# 1 The Google Test:

If a potential client Googles your name right now, does the first page position you as an industry Thought Leader? Or does it show a generic LinkedIn profile and a few old links?

## THE PROBLEM

Everyone uses Google. You have to be visible instantly, and for the right reasons.

## THE CONSEQUENCE

If investors have to search to find you, your reputation doesn't exist.

"Your brand is the single most important investment you can make in your business"

STEVE FORBES

## 2 The Pre-sold Quality:

In the last 30 days, has a prospect started a meeting by saying:

*"I've been following your insights for a while.  
I already know you're the right person for this" ?*

### THE PROBLEM

Unfortunately, other leaders are having meetings that start this way.

### THE CONSEQUENCE

Their reputations have been working 24/7 in the background, creating warm leads ready to say yes.

"People do business with, and refer business to, those they know, like, and trust"

BOB BURG

## 3 The Peer Gap:

Are you getting speaking invites and deals that your experience deserves, rather than the opportunities going to less capable competitors who are simply louder?

### THE PROBLEM

If they're more visible than you, they're getting more opportunities.

### THE CONSEQUENCE

Being invisible means not only do you get fewer invites, but you're missing even more deals than just those you can see.

"The tide of history only advances when people make themselves fully visible"

ANDERSON  
COOPER

## 4 The **Inbound** Surprise:

Did you receive at least one high-level inbound opportunity (a partnership, media, or speaking engagement) this month that you did **not** have to chase or pitch for?

### THE PROBLEM

Most leaders have to pitch. Those with high Authority get pitched to.

### THE CONSEQUENCE

You're spending all your time chasing, calling, emailing, and DM'ing to get opportunities. Why not let them come to you?

"Opportunities and success are something you attract by becoming an attractive person."

**JIM ROHN**

## 5 The Narrative Ledger:

Imagine everything you post online adds to, or detracts from, how much people trust you. Now stop imagining because it's true. **Do your posts build trust**, and not dilute your authority?

### THE PROBLEM

Most leaders post because they know they have to.  
Not because they have something important to say.

### THE CONSEQUENCE

Your audience ignore you, or scroll past noise. Eventually, they tune out.

"It takes a long time to say anything in Old Entish. And we never say anything unless it is worth taking a long time to say."

J.R.R. TOLKIEN

## 6 The Talent Magnet:

Are the best people in your industry reaching out to you because they want to work for a leader with your specific vision? Is your vision clear enough for them to follow?

### THE PROBLEM

Top leaders communicate their vision in a way that others can understand instantly.

### THE CONSEQUENCE

High performers will apply to competitors who demonstrate clear values and beliefs.

“Visibility creates opportunities. The more people see your brand, the more chances you have to make an impact.”

JAY BAER

## 7 The Time Trap:

Does your public reputation feel like it grows with minimal effort? Like a system that runs quietly in the background, without you spending 30–50 hours a month “posting”?

### THE PROBLEM

Leaders see time as an asset. They don't have time to manage LinkedIn all day.

### THE CONSEQUENCE

If maintaining your reputation feels like a second job or distraction, it is. You should be leading your company.

“Doing business without advertising it, is like winking at a girl in the dark. You know what you're doing, but nobody else does.”

STUART H. BRITT

## 8 The **Valuation** Signal:

Does your personal public presence make your company look like a highly profitable, £10M+ enterprise? And not like you're a Startup Founder still finding your feet?

### THE PROBLEM

When leaders neglect their public profile, they send the wrong signals.

### THE CONSEQUENCE

Investors, partners, and clients who look them up don't take them seriously, and opportunities go elsewhere.

"No one can discover you until you do. Exploit your talents, skills, and strengths, and make the world sit up and take notice."

**ROB LIANO**

## 9 The Pitch Trap:

When you speak about your company in public, do you clearly articulate what you believe in, and do people naturally gravitate towards you and pay more attention?

### THE PROBLEM

Eloquence and charisma are skills you can learn.  
Yet most leaders explain what their company does, rather than passionately sharing their worldview.

### THE CONSEQUENCE

Your reputation in person needs more confidence, so you'll win more deals.

"Don't worry about being successful.  
But work towards being significant, and success will naturally follow"

OPRAH WINFREY

# 10 The System Test:

If you stopped all personal outreach today and stopped posting online for a month, would your reputation be enough to keep bringing new opportunities to your door?

## THE PROBLEM

This can be risky. If a leader's reputation is not strong enough for this, don't try it.

## THE CONSEQUENCE

If you disappear without a strong reputation, less capable leaders will grab opportunities you've earned.

"Business is all about being seen. And the more people who see you, the better."

DEBRA WILSON

# Scoring your Authority

I hope you've been keeping track. If not, get a notepad and write Y/N next to each number.

# Scoring your **Authority**.

Give yourself 1 point for every YES you answered.

## 8–10 points

You have an **Authority Engine**.  
Your reputation is an actively compounding asset. You likely only need minor **Visibility Architecture** adjustments to scale even further.

## 5–7 points

You have an **Authority Leak**.  
You're respected in person, but sadly understated online. You're leaving an unknown quantity of money, deals, and opportunities on the table.

## 0–4 points

You're in the **Authority Gap**.  
You're invisible to the people who matter most. Your company is growing despite your reputation, not because of it.

# Next is a high-status **MOVE**.

You have the results. Now you need the system.

## **THE LEAKS**

This audit identifies the leaks, but it doesn't fix them. At Storytold, we don't give you "tips" to do it yourself. We install and operate the Storytold™ Authority Engine for you, so your reputation and net worth grows in the background.

## **THE SYSTEM**

We take the burden of reputation off your plate, and turn it into a system that compounds your deal-flow and raises your global profile.

Your only time commitment becomes 1 hour with us per week.

Opportunities only  
come to Leaders  
who are **visible**.



We make you the  
most **visible Leader**  
in your industry.



Justin Kramm,  
CEO

*CEO of Shitshow Creative,  
Global Shit Stirrer and  
Comedy Writer*

“Jack Dyer and the Storytold team helped me go from 3,500 followers to 14,000+ in just 5 months. He’s warm, hilarious, and somehow also brutally honest in the exact way that makes you better instead of defensive.”

**“The team’s work is deeply strategic:  
I recommend them wholeheartedly.”**

★★★★★ August 2025 – Present



**Hana Skomra-Budré**  
CEO of MutableFuture

It was a gloomy April day. The overcast sky promised storm and thunder when I met the dazzlingly dashing, daringly handsome Jack D. Little did I know my branding salvation awaited.

Our first call was surgical. Jack asked questions that would haunt me for months, each one peeling back layers of my professional facade. When I finally dared to press that "join meeting" button again in August, I was ready for the full consultation... Or so I thought.

"Your profile needs serious work," he stated, somehow making brutal honesty feel like a warm hug. This man doesn't dance around with corporate euphemisms. He serves truth. But behind that feedback lay a treasure trove of actionable insights.

In just one session, Jack delivered the kind of clarity that hits like your first coffee at dawn. His recommendations were as practical as they were powerful – each one a perfectly baked solution to problems I didn't even know I had.If you're tired of blending into the LinkedIn wallpaper, Jack's your guy.

He turned my professional narrative from "meh" to "memorable" faster than you can say "personal brand optimisation." Would recommend getting professionally roasted by Jack again. Best branding intervention I never knew I needed. May turnip power be with you!

★★★★★  
25/08/25



**Harry Ives**  
Councillor Harry Ives

Jack designed a poster for a small music festival I'm organising. Within 24 hours his poster had generated eight new stalls! Would thoroughly



**Alex Beeching**  
Chief Videographer

Seldom have I met anyone as cool as **Jack Dyer**. Having met you in person, you are one of the most interesting people I know. Humble, witty, and highly creative. I'm so glad our paths have crossed.

★★★★★  
09/10/25



**Alicja Macudzinska**  
Designer, Interactive Schools

Jack is such a delight to work with. With all his knowledge and passion, he inspires people to do more and push harder for their goals in the best way possible. On top of everything, he is the kindest and most empathic person who truly believes in his mission. He is without a single doubt a very knowledgeable and inspirational character.

★★★★★  
15/04/25



**Tania Friedlander, LL.B.**  
CEO of Higherwork

Working with Storytold has been the easiest and one of the most enjoyable experiences I've had. From our first meeting, they demonstrated an uncanny ability to anticipate exactly what our company needed, sometimes before we even realized it ourselves. Their team consistently delivered and captured our vision perfectly. What truly sets Storytold apart is their comprehensive approach to support. They weren't just creating deliverables – they were genuine partners invested in our success. I've worked with numerous agencies over the years, but Storytold's level of professionalism, creativity, attentiveness and dedication is truly unique. **They've raised the bar for what a partnership should be.** If you're looking for a team that combines exceptional talent with authentic care for your business outcomes, Storytold is the clear choice.

★★★★★  
24/04/25



**Hayley Porri**  
Executive at Willans LLP

What I love about Jack is his positive attitude and people-focused approach. He's a real expert in UX-led design, but he's also brilliant at getting to know his clients and their businesses.

Jack has the ideal combination of qualities – he's naturally relaxed and flexible, as well as thorough and professional. Once you've found him, you won't want to let him go!

★★★★★  
07/10/21



**James Flight**  
Co-Founder at Sail Homes

Jack has become our go-to UX guy. What makes Jack great to work with is his understanding of what is important to the business. This allows him to remain pragmatic and flexible, leaving you safe in the knowledge that what he produces will not only look great, but also fully address the business problem the design is trying to solve. I would recommend Jack without hesitation!

★★★★★  
15/03/23



**Jamie Cole**  
CEO of Sail Homes

I'm truly grateful for all the incredible work Jack does. It's top notch. Jack helped take a raw startup and contribute to it being a business capable of scale.

Thanks to Jack, we are way more customer-centric than we've ever been. And his hard work has a positive, never-ending ripple effect as more around us embrace customer centricity.

If it wasn't for his efforts, we wouldn't be where we are today!

★★★★★  
15/03/25



**Tracey Stones**  
Managing Director, Clearwater Financial



**Cassandra Toroian**  
Co-Founder & CEO of Ruley, the E-Referee

Jack is a wonderful and creative partner to have in your camp. He listens, and has a great ability to then turn your conversations into meaningful messages and stories that actually have a soul. Hardworking and professional his new company is off to a great start because of his passion and commitment to his clients.

★★★★★  
29/05/25



**Natalia Gasior**  
Senior UI Designer, Interactive Schools

It was a pleasure working with Jack, and I'm not at all surprised he's moved on to bigger things – the entrepreneur he is! Jack's genuinely passionate about UX and always brings conversations back to what really matters: what the user needs and how to make their experience better.

He's not afraid to challenge the status quo, and he always backs it up with thoughtful reasoning. He is great to collaborate with and makes every workshop more creative and enjoyable, turning even the mundane topics into interactive exercises and passionate debates.

I'm excited to see his company grow – Jack is the kind of person who'll give everything to deliver great work for every single client.

★★★★★  
12/05/25



**Beth Molinari**  
Corporate Therapist In Canary Wharf

I really want to emphasise how happy I am about your work. I'm getting my dream LinkedIn profile, and I'm 100% happy with what you and your team have delivered so far, thank you! I loved everything Jack presented on Tuesday and the way you've managed everything. You and your team have made the impossible possible. I can hardly wait to see the rest!



**Katie Chambers**  
Director of Beacon Point LLC

Natasha is an excellent designer, helping you tell your story and stay on brand. And she's willing to work with you to get it right when you have feedback on the initial designs. She gave me three design choices for everything, and it was so hard to choose because they were all great! I need three profiles now so I can use them all. She gets your brand and tone right in the designs and really cares about ensuring they help tell your story.

★★★★★  
06/10/25

This is not a service. This is a partnership. My team and I are truly invested in your success.



**Leyla Holmes**  
Leading Founders to Identity Shifts

Working with Jack was an absolute joy. From the very first conversation, he listened so intently it felt like he could see the vision I hadn't even fully articulated yet. He has this rare ability to tune in, ask the right questions, and uncover the details that make all the difference, not just in design, but in how the whole story of your brand comes to life.

What struck me most was how deeply he focused on value. Every suggestion, every tweak, every idea was rooted in making it better for me and making sure it truly reflected my work and personality. There was zero ego in the process, just genuine care to deliver something exceptional.

And yes... thanks to Jack, I now have an emoji in my LinkedIn profile, something I never thought I'd do, and I absolutely love it. If you want someone who will not



**Gary Atkin**  
Head of Digital Transformation and Technology

Jack is excellent to work with. He takes the time to understand requirements and proactively challenges assumptions with new approaches. His work is of superb quality and always impresses – I'd absolutely recommend working with Jack for his positive attitude, excellent abilities, and high-quality designs.

★★★★★  
2018



**Gemma Helyer**  
Senior Product Designer

Jack has a passion for UX design and has a pixel-perfect eye for detail. He goes into firm detail about his target audience and delivers this towards his work. He's also very punny! (yes i did mean punny not funny, but he is also a very funny guy) & will go out of his way to make you laugh, very caring person who's willing to help with any problem you are facing.

★★★★★  
29/08/2016



**George Taylor, CFA**  
Director of Blincoe Financial

Jack takes time to understand me and my design needs. He is extremely thorough and the designs he's come up with have been awesome. I just want to say thank you so much Jack for your work on the website. You were really helpful at the outset of this journey and I'm immensely grateful.

★★★★★  
03/06/25



**Guillaume Jouvencel**  
Host of "Consulting Leaders", Top 10% Active Podcasts Globally

Had the pleasure of hosting Jack Dyer from Storytold™ on Consulting Leaders, where guests go through a thorough selection process. What stood out about Jack is how naturally he blends design, storytelling, and psychology. The way he pulls real human stories out of busy leaders and turns them into meaningful



**Kate Fletcher**  
DIAL Global

Working with Jack at Storytold was a game-changer for me. I thought I needed to be corporate: polished, and "professional". Jack stopped me in my tracks.

He simply said, "No. Be YOU." He saw that I had stories to tell and a sense of humour that didn't need to be hidden behind corporate jargon.

He encouraged me to write in my own voice, with my own style, and gave me the confidence to show up authentically. I left our conversation buzzing with ideas, unable to sleep because I was so inspired. I made a list of all the things I wanted to share, and for the first time in a long time, I felt excited to put myself out there.

Jack doesn't just give you advice; he gives you permission to be yourself, and the tools to do it well. If you're looking for someone who can cut through the noise, help you find your voice, and give you the confidence to use it, Jack is the person you need. Thanks Jack!!!

★★★★★  
10/08/25



**Katie Chambers**  
Director of Beacon Point LLC

Jack! Famous for his little dancing man and that vibrant pink, brings so much fun to every call. He's quick to compliment what's working and just as quick to tell you what's not. It's authentic and real. You never feel like he's buttering you up to sell you something; when he says something isn't working, you know it's true.

★★★★★  
07/10/25



**Suzanne Shrekast, MA, MS**  
Strategic Comms, Greenwich Country Day School

Worked with Jack before Storytold: "What an absolute pleasure and delight it is to work alongside Jack. When I was very new in my role at an independent school, Jack flew over to the States for a site visit and a week-long shoot on our campus where he was a producer on several different content gathering projects.

Whether it was working with students, gently directing them to make sure we got the soundbites and shots we needed, or even educating me on the types of content that work best for academic websites, Jack was a super professional and extremely insightful.

Among other things, what really stood out to me about working with Jack was his ability to keep considerations for all channels front and center. For example, when we were capturing still images of a student working with robotics, Jack was very cognizant of the school's web design and our style choice of right



**Kate Harding**  
Midweight Designer, Interactive Schools

It was an absolute pleasure to work with Jack during his time at Interactive Schools. He always wanted the best for his coworkers by helping with projects whenever possible. He taught me it was okay to navigate professional life in a different, quieter way. He also taught me skills in UX and how to implement them, and always provided soft, constructive criticism when we worked on projects together. The team and company you are building Jack, are lucky to have you!

★★★★★  
21/07/25

The dedicated team who get your Storytold:



# Storytold™

**Ready to close the Authority Gap?**

Partnerships start from £1,830 / \$2,380.

We'll turn your authority into opportunities.

**[Request a Private Authority Call](#)**