

The Best Leaders Don't Inspire. They Explain.

Scientific analysis of 41 of the world's top communicators across 6 bearings of *The Story Compass*™ to address some storytelling “myths”.

HOW TO READ THIS MAP
 Each value is scored 1-100 (light = low, dark = high) based on their language. The dominant type shows the communicator's primary storytelling strength.

50+	30-49	20-30	10-20	0-10
Lightest	Light	Medium	Dark	Darkest

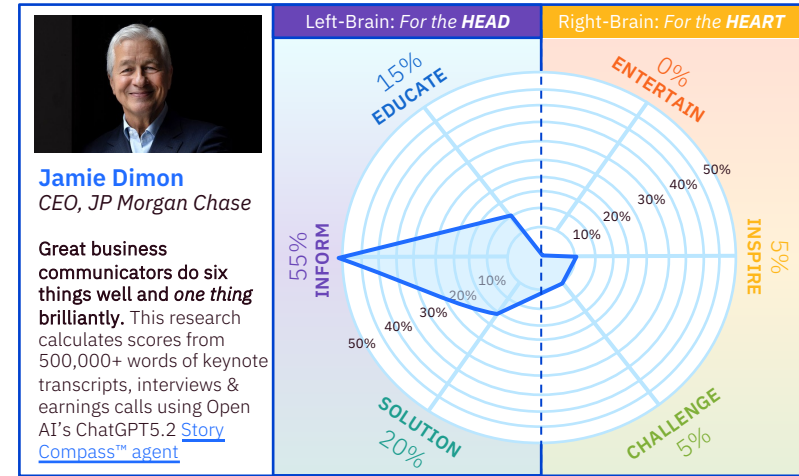
Scores across the 6 *Story Compass*™ bearings (% of language in the data which most closely represents the tone of each bearing.)

#	PROFILE	ORGANISATION	INFORM	EDUCATE	SOLVE PROBLEMS	INSPIRE	ENTERTAIN	CHALLENGE
1	Jamie Dimon	JP Morgan Chase	55	15	20	5	0	5
2	Jeff Bezos	Amazon/Blue Origin	42	20	18	12	1	7
3	Al Gore*	Climate Reality	40	25	15	10	2	8
4	Satya Nadella	Microsoft	40	20	15	15	5	5
5	Tim Cook	Apple	40	18	14	16	8	4
6	Lisa Su	AMD	36	18	16	14	11	5
7	Jensen Huang	Nvidia	35	30	15	15	5	0
8	Dario Gil	IBM/US Gov	35	25	10	15	5	10
9	Sundar Pichai	Google/Alphabet	34	24	16	16	6	4
10	Mary Barra	General Motors	34	21	18	18	7	2
11	Pat Gelsinger	Intel	34	20	18	16	7	5
12	Andy Jassy	Amazon/AWS	34	20	22	14	5	5
13	Arvind Krishna	IBM	34	18	27	11	3	7
14	Brian Moynihan	Bank of America	34	18	24	8	1	15
15	Marc Benioff	Salesforce/TIME	32	18	20	18	8	4
16	Bob Iger	Disney	32	18	14	16	10	10
17	Mark Carney	PM of Canada	30	20	15	15	5	15
18	Ed Bastian	Delta	30	20	15	20	10	5
19	Simon Sinek*	Consultant/Speaker	29	25	23	11	3	9
20	Fei-Fei Li*	Stanford AI/ImageNet	28	30	17	20	3	2
21	Elon Musk	Tesla/SpaceX	28	24	18	22	6	2
22	Chuck Robbins	Cisco	28	22	18	17	10	5
23	Demis Hassabis	DeepMind/Google	20	24	26	18	10	2
24	Julie Sweet	Accenture	25	20	15	25	5	10
25	Sam Altman	YC/OpenAI	25	35	25	10	5	0
26	Mark Zuckerberg	Meta Platforms	25	16	14	31	9	5
27	Carol Dweck*	Stanford Uni	24	34	22	12	3	5
28	Jane Goodall*	Conservationist	22	18	20	24	6	10
29	David Attenborough*	BBC / Netflix	22	18	15	23	2	20
30	Dario Amodei	Anthropic	22	20	16	28	12	2
31	Dan Pallotta*	NGO Campaigner	20	20	15	20	10	15
32	John F. Kennedy*	US President	18	12	8	42	8	12
33	Bryan Stevenson*	Civil Rights Lawyer	18	14	8	28	10	22
34	Barack Obama*	US President	18	20	12	35	10	5
35	Kate Raworth*	Oxford Uni/Economist	18	26	16	24	6	10
36	Larry Fink	Blackrock	18	26	22	14	16	4
37	Larry Ellison	Oracle Corporation	16	22	12	28	14	8
38	David Solomon	Goldman Sachs	16	22	12	24	14	12
39	Steve Jobs*	Apple/Pixar	15	20	10	40	10	5
40	Ken Robinson*	Warwick Uni	14	20	8	28	22	8
41	Jane Fraser	Citi Group	14	24	20	18	20	4
AVERAGE			28	22	16	19	8	7
			66% "HEAD"			34% "HEART"		

DOMINANT TYPE
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5 STORYTELLING "MYTHS"

- "The best CEOs are visionary storytellers."**
INFORM (av.27%) significantly outranks **INSPIRE** (av.19%). Top CEOs don't win because they make people feel inspired, but because they communicate with clarity; so that people understand what's going on, and what to do next.
- "Great storytelling needs to be entertaining."**
ENTERTAIN (av.8%) consistently scores low. The best storytellers don't "perform" they help things to make sense. They don't chase applause. They focus more on relevance and precision than engagement. Confusion kills faster than boredom.
- "To drive change you need to challenge people."**
CHALLENGE (av.7%) is the lowest scoring bearing. Strong communicators know that their risk-aware business audiences prefer credibility over confrontation, so they don't often aggressively challenge their audience. Lead. Don't push.
- "Storytelling is about emotional connection."**
 Emotion matters, but clarity must come first. Great business storytelling is dominated by clarity, not charisma. Not every business presentation needs to feel like an inspiring TED talk! **INFORM** > **EDUCATE** > then **INSPIRE**.
- "Great communicators have a signature style."**
 You don't need to "be like Steve Jobs". The best communicators focus on where their audience needs to go than their "personal brand". Great business storytelling is NOT about being engaging, it's about knowing where your audience needs to go.



* Reference examples used in the AI model to help establish a baseline of what "great" looks like.

ANALYST Makes sense of complexity & communicates with clarity.	TEACHER Builds capability & capability through teaching & examples.	OPERATOR Focuses on practical solutions & drives action to get results.	VISIONARY Inspires people with a compelling sense of purpose & possibility.	PERFORMER Captivates & connects through energy, emotion & expression.	PROVOKER Challenges the status & motivates people to think & act differently.
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Great business stories focus on outcomes not impressions. That is one reason why this research didn't identify any of these top communicators as dominant **OPERATORS** (focused on execution), **PERFORMERS** (charisma-led), or **PROVOKERS** (challengers).