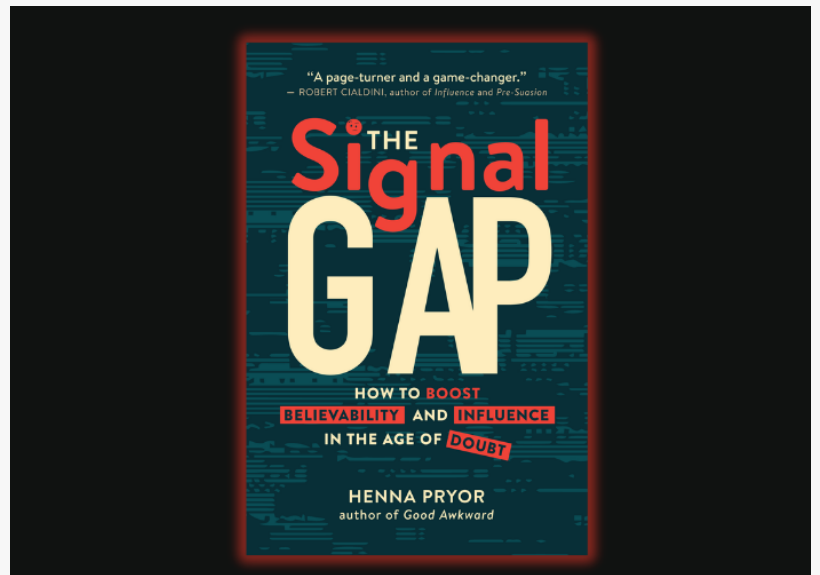


Henna Pryor Launches 'The Signal Gap' Keynote as New Gallup Data Signals Shift

Fresh 2026 Bentley-Gallup data shows audiences distinguish AI that assists humans from AI that impersonates them — a shift redefining sales and leadership.

PHILADELPHIA, PA, UNITED STATES, August 28, 2026 /EINPresswire.com/ -- [Believability expert Henna Pryor](#) today announced a new keynote, The Signal Gap, now booking for 2026-2027 sales kickoffs and leadership summits. The announcement follows fresh Bentley University-Gallup research revealing a sharp new boundary in how audiences respond to AI — one Pryor argues will define the next era of sales and leadership influence.



The Signal Gap - book by Henna Pryor

Pryor, a workplace performance expert based in Philadelphia, is one of the leading voices on believability in the age of AI — the growing challenge of building trust when audiences assume every communication has been touched by a machine.

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Audiences now distinguish between AI that assists human creativity and AI that impersonates humanity. That distinction is the entire future of trust.”

Henna Pryor, CSP

THE FINDING: AUDIENCES DRAW A CREDIBILITY LINE

The 2026 Bentley-Gallup Business in Society survey, released August 19, found that 75% of Americans approve when businesses use AI to brainstorm ad ideas, but acceptance drops to 53% when AI produces the finished content. Sixty-two percent say it is unacceptable to use AI-generated people or voices even when disclosed.

"The lesson isn't simply 'disclose AI,'" said Pryor. "Audiences now distinguish between AI that assists human creativity and AI that impersonates humanity. That distinction is the entire future of trust — and revenue teams are on the front line of it."

WHY BELIEVABILITY IS THE NEW COMMERCIAL SKILL

Every seller is now selling into an audience that assumes AI is in the room. The prospect on the other end of your outbound sequence has learned to pattern-match for machine polish, and reject it. Pryor calls this shift the Verification Era, where audiences verify first and trust later, if at all.

"Believability has quietly become the highest-leverage skill in sales and leadership," Pryor said. "The teams that win the next five years will treat believability as a discipline, not a personality trait."

Pryor is founder of Pryority Group and author of the forthcoming [The Signal Gap: How to Boost Believability and Influence in the Age of Doubt](#) (Ideapress Publishing, distributed by Simon & Schuster, November 10, 2026). The book introduces Signal Integrity — the alignment of message, tone, behavior, and context that determines whether a leader, seller, or communicator is believed.

FOUR SHIFTS DRIVING THE BELIEVABILITY ECONOMY

Pryor's research and interviews with influence leaders like Adam Grant, Robert Cialdini, Tasha Eurich, Dorie Clark, and more surface four shifts reshaping how audiences decide who to trust:

- People don't believe what they can't reconstruct. A conclusion without a visible reasoning path isn't convincing — it's suspicious.
- Vague is the new dishonest. Strategic ambiguity used to be social lubricant. Today it reads as evasion.
- Your broadcast self scales infinitely. Your behavioral self stays human. Pryor calls the widening distance curation creep.
- Absolutes are now falsifiable promises. In a searchable world, "always" is a liability.

BOOKING AND AVAILABILITY

The Signal Gap keynote is booking for Q1 and Q2 2027. Inquiries at www.pryoritygroup.com. The Signal Gap publishes November 10, 2026, available for pre-order at thesignalgap.com.

QUESTIONS FOR REPORTERS AND ANALYSTS

Q: What is the Signal Gap?

The Signal Gap is the growing distance between what a leader or seller intends to communicate and what their audience is willing to believe. Pryor argues this gap has widened in the Verification Era, when audiences verify first and trust later.

Q: Why does believability matter more than credibility in 2026 and beyond?

Credibility can be claimed. Believability must be confirmed. In an age when AI can generate credentials, polish, and persona at scale, audiences have shifted from evaluating what you say to evaluating whether they can confirm it.

Q: Who is Henna Pryor?

Henna Pryor is a workplace performance expert, keynote speaker, and author of *The Signal Gap* (Ideapress Publishing, November 10, 2026). She is a leading voice on believability in the age of AI.

ABOUT HENNA PRYOR

Henna Pryor is a Workplace Performance Expert, keynote speaker, and leading voice on believability in the age of AI. She founded Priority Group to help sales teams and leaders close the gap between how they show up and how they're believed. Her first book, *Good Awkward*, earned 18 awards including Kirkus Reviews Best Book of the Year. She is a 2x TEDx and 2x SXSW speaker, Certified Speaking Professional (CSP), Inc. Magazine columnist, and LinkedIn Learning instructor. Learn more at www.prioritygroup.com.

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