Bryan Adams Explores the Competitive Advantage of Truth in New Book Sell The Truth

Wednesday 16 September, 2026

As organisations grapple with AI, misinformation and declining trust, leadership expert and bestselling author Bryan Adams argues that the greatest competitive advantage isn't technology, it is truth. In his new book, *Sell The Truth*, **he reveals why authentic storytelling has become one of the most important leadership skills for building trust, inspiring people and driving business performance.**

This is more than a book on communication; *Sell The Truth* **is a practical leadership playbook. Whether you're a CEO, HR leader, marketer or entrepreneur, it provides the tools to align people around a shared purpose and turn strategy into action. At its core is** *The Truth Cascade,* *a* **framework showing how truth creates clarity, clarity shapes culture, culture builds capability, and capability delivers lasting competitive advantage.**

Author Bryan Adams says, "After working with some of the world's biggest organisations, I've learnt that the strongest businesses aren't built on perfect strategies, they're built on trust, and truth isn't soft. It's the hardest commercial advantage to copy. Companies that communicate honesty build stronger cultures, better teams and greater resilience. In a world increasingly shaped by AI, authentic human stories will become every organisation's greatest competitive advantage."

Adams points to a powerful example from his consultancy work with Virgin Media. When an engineer discovered that an elderly customer would be spending Christmas alone with a broken television, he bought the man a new TV with his own money. This single act of generosity captured exactly the kind of person Virgin Media wanted to hire and inspired a short film based on the story. The company used it to show the empathy and compassion it wanted to see in all its employees. Candidates instantly understood the organisation's values without being asked a single competency question. For Adams, it perfectly illustrates the central message of *Sell The Truth*: authentic stories, told well, communicate values and culture more powerfully than any list of corporate values ever can.

More Follows

Bryan Adams Explores the Competitive Advantage of Truth in New Book *Sell The Truth (2)*

Sell The Truth has received high praise from global thought leaders and best-selling authors:

"Most organizations don’t fail because they lack truth; they fail because they don’t know how to make the truth matter. In *Sell the Truth*, Bryan Adams shows why facts alone don’t change behaviour and reveals a practical framework for turning honest stories into clarity, trust, and real performance. If you want to build belief, shape culture, and create lasting advantage, this book shows you how truth actually moves people."

Nir Eyal, Bestselling Author of *Hooked, Indistractable*, and *Beyond Belief*

“*Sell The Truth* takes the power of story and plugs it straight into the messy reality of culture, hiring and leadership. Bryan gives you a clear framework that helps you talk less about what you do and more about why it matters. If you lead a brand, a team or a company, this book will make every message sharper.”

Jonah Berger, **Wharton Professor and bestselling author of *Contagious* and *The Catalyst***

Media:

Related Sectors:

Business & Finance :: Media & Marketing ::

Related Keywords:

Leadership :: Storytelling :: Authentic Leadership :: Business Communication :: Corporate Culture :: Trust In Business :: Employer Branding :: HR :: Leadership Develo ::

Scan Me:

“Bryan Adams has written something rare: a book that is not only intellectually rigorous and deeply practical, but also deeply human. A book that doesn’t simply teach you how to tell the truth, but how to make the truth matter.”

Mark Schaefer, **Author of *Marketing Rebellion* and *Audacious: How Humans Win in an AI Marketing World***

At a time when trust is increasingly hard to earn and easy to lose, ***Sell The Truth*** offers a practical blueprint for leaders who want to build organisations people believe in!

ENDS

Notes to editors:

- **For all media enquiries contact Kaitlyn Humphrys on M +44 (0)7377954763; E: kaitlyn.humphrys@lidbusinessmedia.com**

- **LID Publishing is an award-winning business book publishing house. To** find out more visit: https://lidpublishing.com/

- **About the author:** Bryan Adams is a bestselling author and the Founder and CEO of Happydance, an enterprise SaaS careers website platform used by some of the world’s leading employers. He previously founded Ph.Creative, an award-winning employer brand agency, and has spent more than two decades advising leaders on culture, communication and talent. His work has appeared in *Harvard Business Review*, *Forbes, Fast Company, and Entrepreneur*. An international keynote speaker and TEDx talk called “Culture Eats Competition for Breakfast”, watched by more than a million people. Visit www.happydance.love

Company Contact:

_

LID Business Media

T. +44 (0)7377954763
E. Kaitlyn.humphrys@lidbusinessmedia.com
W. https://lidpublishing.com

Additional Contact(s):
For all media enquiries, please contact:
Kaitlyn Humphrys
Kaitlyn.humphrys@lidbusinessmedia.com
+44 (0)7928 666131

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.lidpublishing.pressat.co.uk