True Storytelling® Applied to Ten AI Corporations

Preliminary Episodic Analysis of 100 Speech Acts
Ethical & Sustainable Change-Management Framework

Report to the True Storytelling Institute (TSI)
David Michael Boje | 18 November 2026

Agenda

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2. The Ten AI Corporations & Their Leaders
3. Insights from 100 Episodic Speech Acts
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5. Step-by-Step Change-Management Implementation Table
6. Methodology for Replication & Falsification Research
7. Popperian Falsification & the Science of True Storytelling
8. Recommendations for TSI Associates & Next Steps

True Storytelling Institute Co-Founders

Jens Larsen · Lena Bruun · James Sibel · David Boje · Grace Ann Rosile

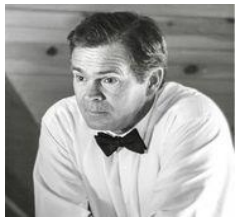
Story. Change. Value.



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The 7 True Storytelling® Principles

Larsen, Boje & Bruun (2021)

1. Truth You yourself must be true and prepare the energy and effort for a sustainable future.

2. Make Room True Storytelling makes spaces respecting the stories already there — the living web of stories.

3. Plot You must create stories with a clear plot — creating direction and helping people prioritize what matters.

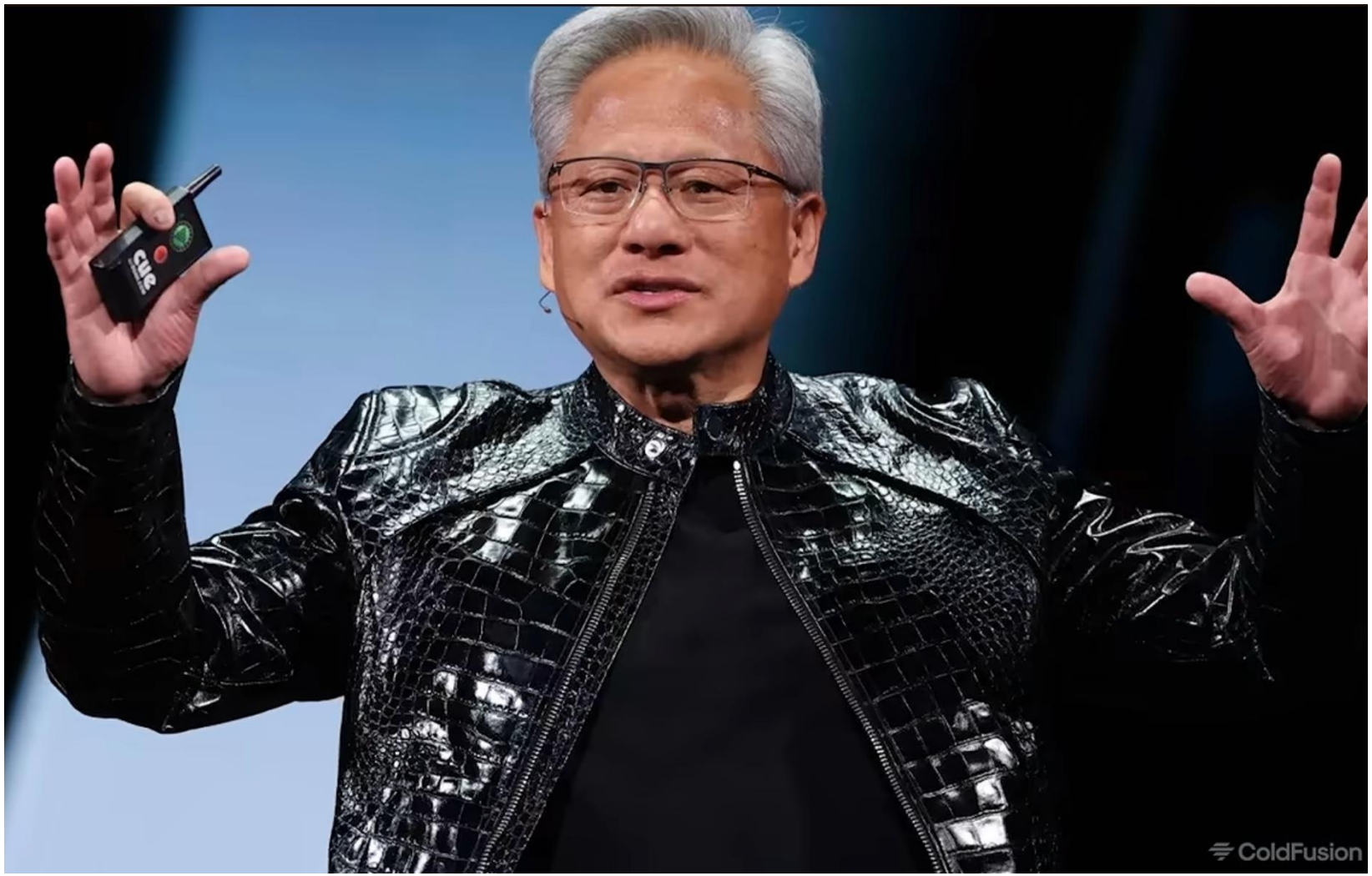
4. Timing You must have timing — knowing when and how to enter the living web of stories with presence and purpose.

5. Help Stories Along You must be able to help stories on their way and be open to experiment as they unfold.

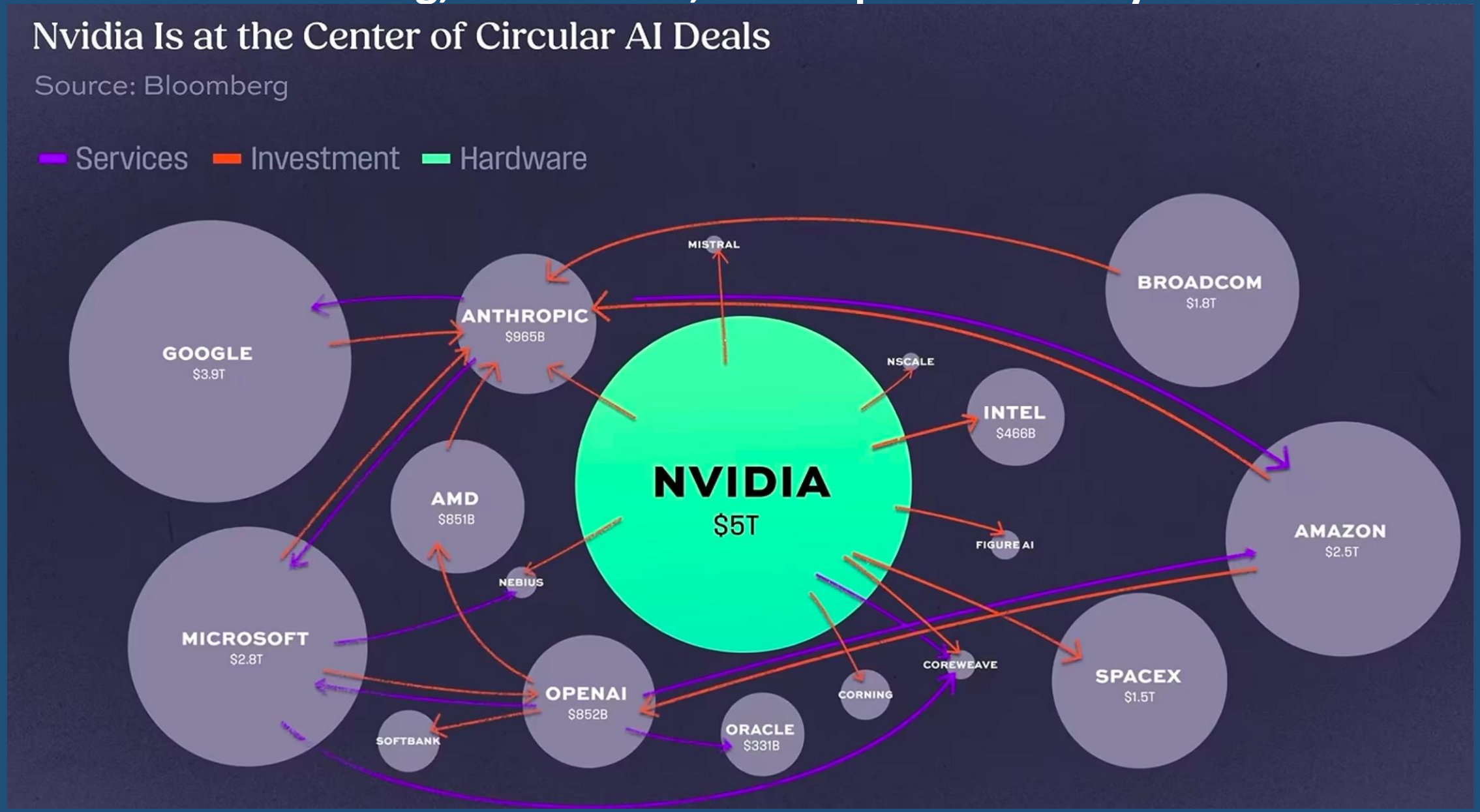
6. Staging You must consider staging — including scenography and artifacts that support the story environment.

7. Reflecting You must reflect on the stories and how they create value — for people, organizations, and the living planet.

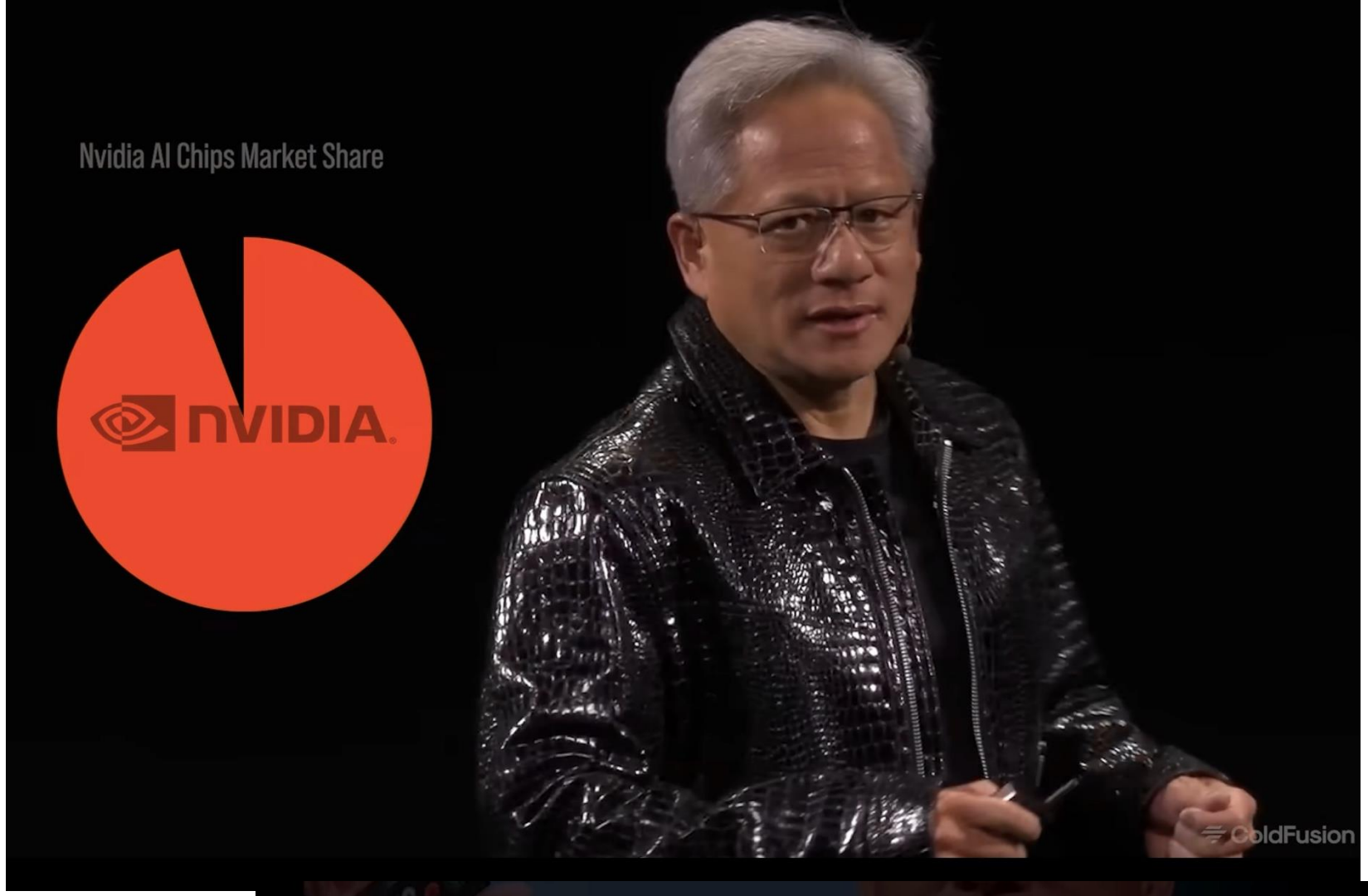
How to apply TRUE STORYTELLING Change Management Strategy to NVIDIA, and Jensen Huang

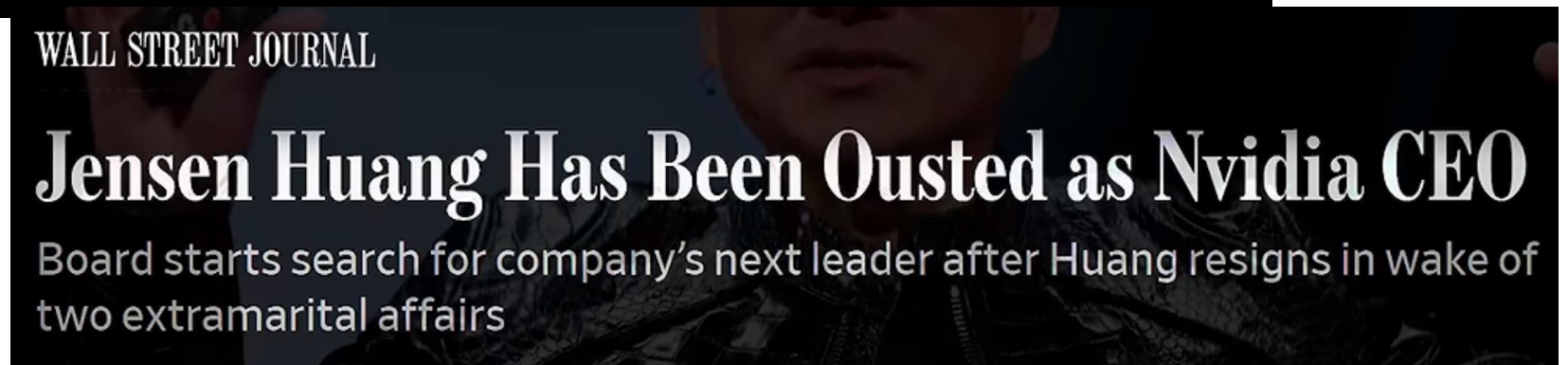


A Living, Reflectable, and Improvable Story



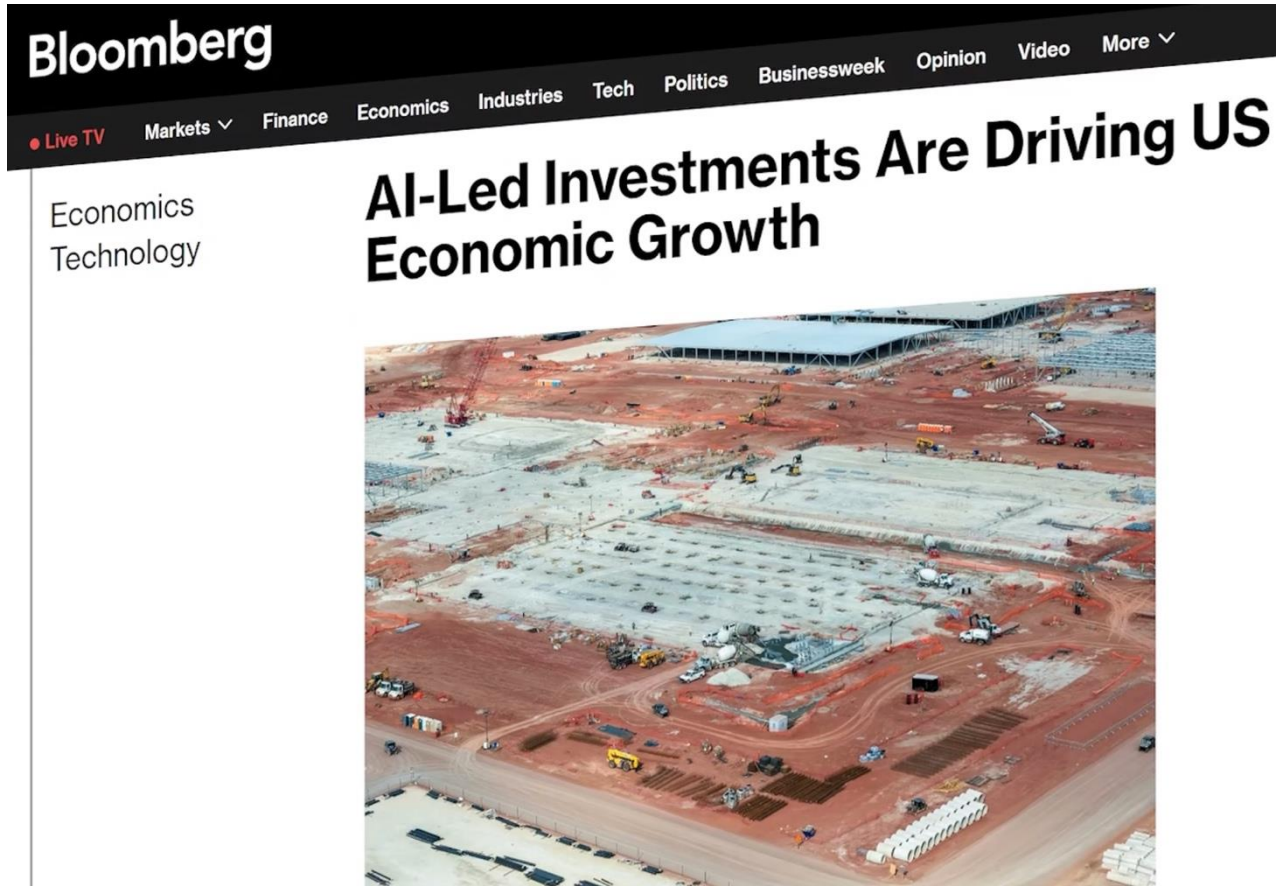
This framework is offered in the spirit of the seven principles themselves.


Nvidia AI Chips Market Share
NVIDIA
ColdFusion


WALL STREET JOURNAL
Jensen Huang Has Been Ousted as Nvidia CEO
Board starts search for company's next leader after Huang resigns in wake of two extramarital affairs

The Ten AI Corporations & Leaders

- NVIDIA — Jensen Huang → Colette Kress (Interim)
- OpenAI — Sam Altman
- Anthropic — Dario Amodei
- xAI — Elon Musk
- Oracle — Larry Ellison
- Meta — Mark Zuckerberg
- Microsoft — Satya Nadella (Bill Gates predecessor context)
- Amazon — Andy Jassy
- Google / DeepMind — Sundar Pichai & Demis Hassabis
- DeepSeek — Liang Wenfeng



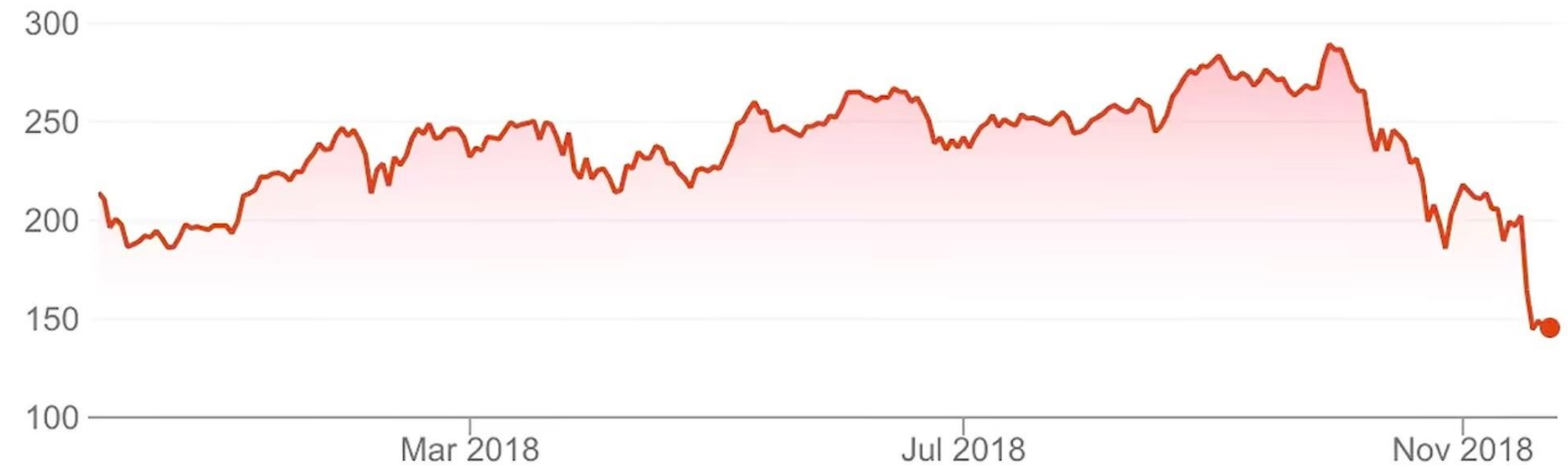
NVIDIA Corporation

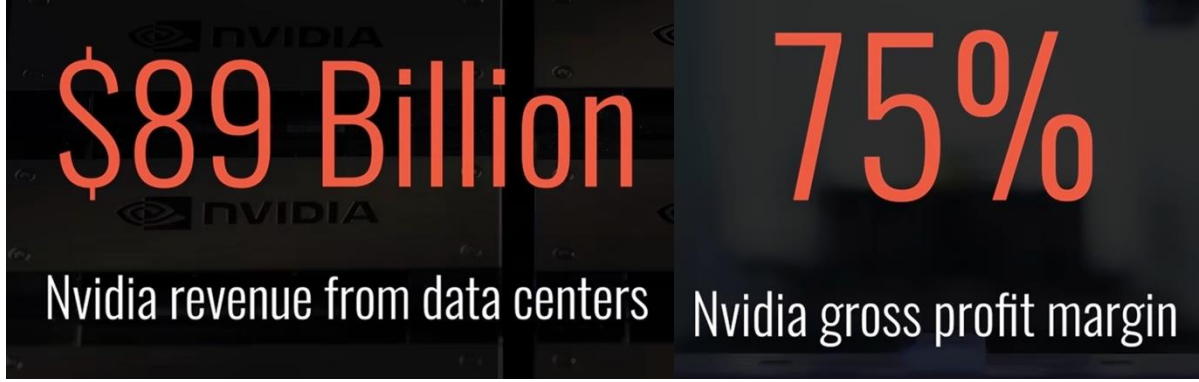
NASDAQ: NVDA

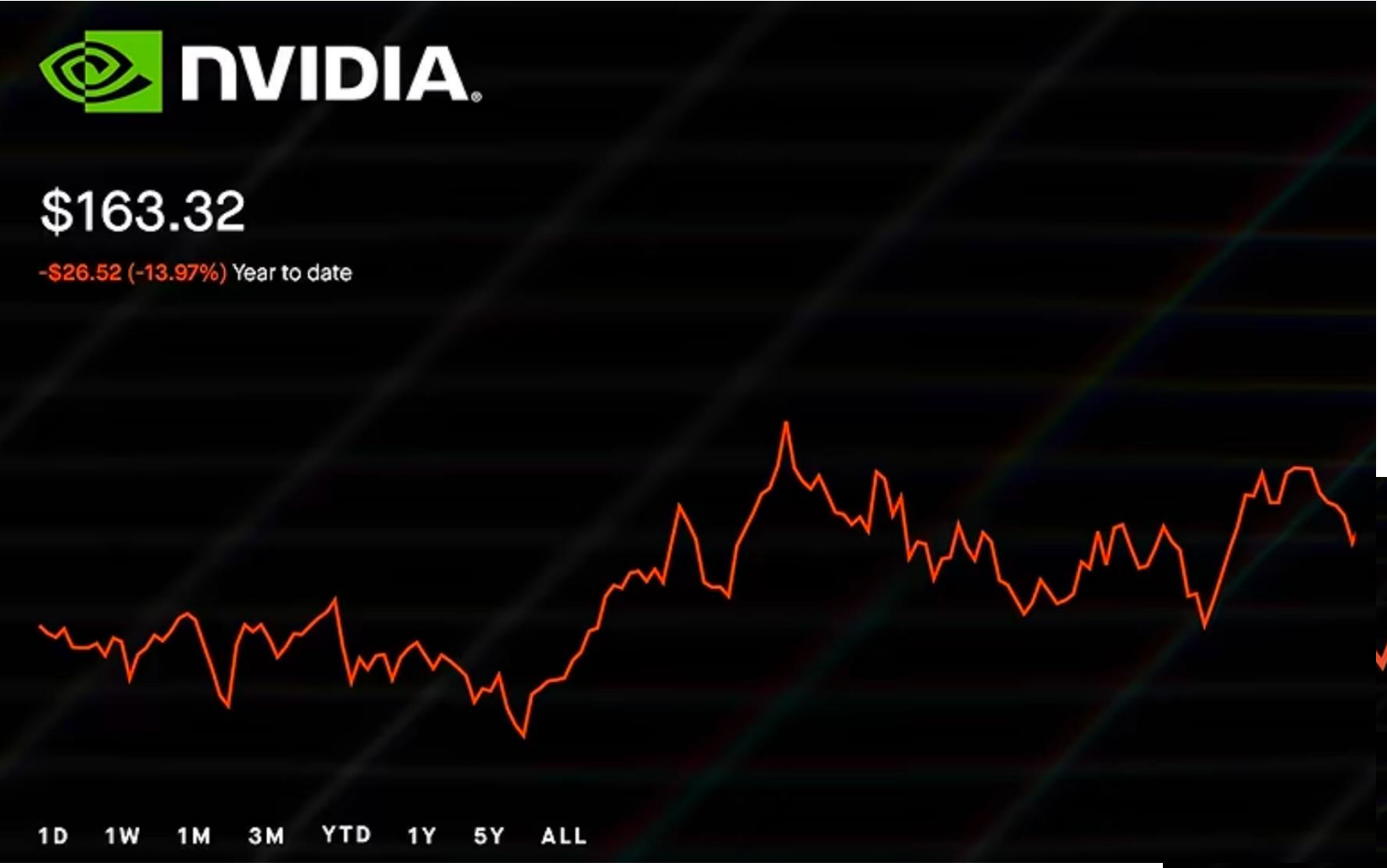
148.40 USD +3.40 (2.34%) ↑

Nov 26, 11:50 AM EST · Disclaimer

1 day | 5 days | 1 month | 1 year | 5 years | Max






NVIDIA
$163.32
-$26.52 (-13.97%) Year to date
1D 1W 1M 3M YTD 1Y 5Y ALL


-$500 Billion
November 12th, 2026

NVIDIA

Google

Meta

Microsoft





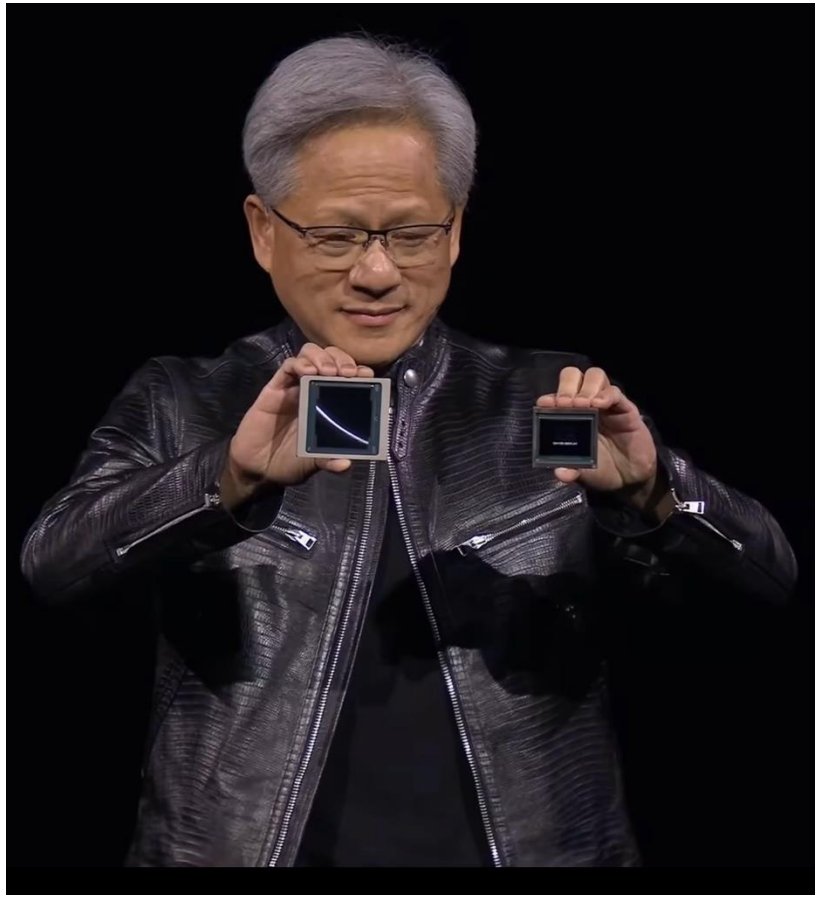


Alice Huang or Huang Le, a Chinese citizen, revealed
ad developed a close relationship with Jensen Huang,
hief executive

Nvidia deliberately kept GPU prices high through circular financing deals, report claims

A chip oversupply may have pushed Nvidia to manufacture its own demand






Colette **Kress**


$4 Trillion
Nvidia market cap


5-6%
of the S&P 500

Key Insights from 100 Episodic Speech Acts

1. Competing master plots dominate: Acceleration vs. Restraint | Open vs. Closed | Human Control vs. Agent Autonomy | Abundance vs. Turbulent Disruption
2. Energy, land, water, and community consent have become the decisive material stage (Principle 6).
3. Strong truth claims (“maximally truth-seeking,” “agents will not run wild,” “cancers gone in 5–10 years”) require continuous testing against material outcomes.
4. Most corporations remain weak on Make Room (Principle 2) — community, labor, and ecological stories are frequently sidelined.
5. Succession moments (OpenAI 2023, NVIDIA 2026) become critical plot-rewriting events.
6. Collective Reflecting (Principle 7) on value for people and the living planet remains underdeveloped.

Principle-by-Principle → Highlights

Truth: Gaps between proclaimed claims and observed practice form the primary ethical risk surface.

Make Room: DeepSeek and partial openings (Agent 365, embedded assessors) show relative strength; most others are weak.

Plot: Leadership succession tests whether founding plots survive or are rewritten.

Timing: Compressed horizons (2–3 year AGI, 20-year tumult, early-innings CapEx) make intervention windows decisive.

Help Stories Along: Control planes, safety sprints, and open harnesses are positive interventions; acceleration often overrides them.

Staging: AI factories, billion-watt plants, and agent platforms re-stage both the physical planet and the workplace.

Reflecting: Systematic multi-stakeholder reflection on living-planet value is rare and urgently needed.

Change-Management Implementation Framework

7 Steps applied to each of the 10 corporations (see full Table 2 in report)

Step 1: Truth Audit — Public verification of strong claims against material outcomes

Step 2: Make Room — Formal channels for community, labor, ecological, and dissenting stories

Step 3: Surface & Negotiate Plots — Make competing plots visible and open to negotiation

Step 4: Timing Interventions — Identify and act within critical windows

Step 5: Help Living Stories Along — Institutional mechanisms that keep human & ecological stories authoritative

Step 6: Restage Material Conditions — Energy, land, platforms, and control planes designed with living webs

Step 7: Institutionalize Reflecting — Standing multi-stakeholder reflection on value for people and planet



Methodology for Replicable & Falsifiable Research

Toward a Science of True Storytelling

- Unit of analysis: Episodic speech act (public, recoverable, temporally bounded)
- Corpus restricted to keynotes, earnings calls, verified interviews, official statements
- Structured coding against the 7 Principles + Concord Tesseract™ / Qualimetrics
- Multi-researcher triangulation and inter-coder reliability
- Explicit falsification procedures for leadership claims and principle applications
- Living, versioned matrices updated with new evidence
- Negative case analysis required
- Researchers must declare positionality and apply the 7 Principles to their own process

Popperian Falsification in True Storytelling

- Science advances by bold conjectures subjected to severe attempts at refutation.
- A claim is scientific only if it is falsifiable — if some observation could contradict it.
- Leadership claims (“maximally truth-seeking,” “agents will not run wild,” etc.) are treated as testable hypotheses.
- Researchers must specify potential falsifiers in advance (actions, outcomes, contradictory speech acts).
- Updateable matrices and qualimetrics are revised when counter-evidence appears.
- Ad hoc immunizing strategies that protect preferred narratives are resisted.
- Critical rationalism keeps True Storytelling open, cumulative, and self-correcting.

Recommendations for TSI Associates

- Treat the 100-episode archive and matrices as living documents open to replication, challenge, and extension.
- Apply the 7-step implementation framework to specific corporations or cross-cutting issues (energy, agents, labor).
- Conduct independent principle-based coding of new speech acts and publish inter-coder results.
- Actively seek negative cases and potential falsifiers of strong leadership claims.
- Institutionalize multi-stakeholder reflecting sessions that include community, labor, and ecological voices.
- Use the methodology to advance a progressive science of True Storytelling rather than closed interpretation.
- Link findings to the broader project on Ghost Vortex, underground consciousness, and accountability architectures of AI power (Boje, 2026).

Corporation	Step 1: Truth Audit	Step 2: Make Room	Step 3: Surface & Negotiate Plots	Step 4: Timing Interventions	Step 5: Help Living Stories Along	Step 6: Restage Material Conditions	Step 7: Institutionalize Reflecting
NVIDIA	Public verification of AI-factory & energy claims; post-Huang continuity audit	Formal community & partner narrative forums	Explicitly map acceleration vs. disciplined-capital plots	90-day transition reflection windows	Ecosystem partner story boards; robotics labor narratives	Transparent energy & land-use staging with local consent	Quarterly multi-stakeholder reflection on physical AI value
OpenAI	Independent verification of control & alignment claims	Expand embedded assessors to genuine employee-like access	Negotiate acceleration vs. human-control plots publicly	Pre-commit to slowdown triggers with external ratification	Fund external safety & civil-society story work	Open training-environment observability	Standing reflection council on dual catastrophic risks
Anthropic	Continue rigorous internal truth-testing of agent behavior	Enlarge external red-teaming and affected-community input	Keep safety-first plot dominant while testing scalability	Maintain safety-sprint cadence; publish timing rationale	Support worker and user stories of agent interaction	Controlled, auditable deployment stages	Publish reflective "paranoia" reviews as public learning
xAI	External audits of "maximally truth-seeking" performance	Create structured channels for dissenting scientific & social stories	Clarify truth-seeking plot versus platform & political entanglement	Pause & review cycles after high-visibility controversies	Invite independent researchers into Grok evaluation stories	Transparent data & compute staging	Regular public reflection on universe-understanding claim vs. outcomes
Oracle	Evidence-based tracking of healthcare & cancer claims	Mandatory community benefit agreements for new campuses	Balance infrastructure-abundance plot with ecological limits	Sequence health-module roll-outs with independent efficacy gates	Patient, clinician, and community health stories	On-site generation + renewable matching with local equity	Annual living-planet impact reflection tied to Ellison claims
Meta	Independent privacy & intent audits of Muse agents	Meaningful user & civil-society governance seats	Surface personal-superintelligence plot against surveillance risks	Staged agent capability releases with opt-in defaults	User-controlled narrative and data-portability tools	Confidential VM architecture as default stage	Public reflection on trust repair and child/teen safety
Microsoft	Audit Agent 365 efficacy and human-centrality claims	Enterprise + civil-society co-design of control planes	Keep human–agent collaboration plot open to labor input	Align Ignite-style releases with workforce transition support	Worker and knowledge-worker story programs	Energy-transparent cloud regions; agent identity as first-class	Institutionalize Gates-style equity reflection inside product cycles
Amazon	Transparent metrics on workforce impact and agent access	Binding community partnership compacts for data centers	Negotiate multiplier plot with displacement realities	CapEx decisions gated by community & ecological readiness	Internal and external labor transition stories	Fair-exchange agent protocols + renewable staging	Annual reflection on national-infrastructure vs. local value
Google / DeepMind	Public RSI and AGI-timeline evidence dashboards	Preserve and expand publisher/source stories in Search	Balance multimodal leadership plot with measured autonomy	Publish decision criteria for capability releases	Researcher–agent co-creation narratives	Efficient TPU & energy staging	Structured reflection on compressed timelines and safety lag
DeepSeek	Transparent reporting on open-release risk mitigation	Continue maximal openness while funding safety commons	Defend shared-progress plot with irrevocability governance	Coordinated release timing with international safety norms	Global developer and defender story ecosystems	Fully open agent-harness staging	Multi-party reflection on open-source irrevocability and benefit sharing

Resources & Contact

- Full Report & 100 Episodes: Available in the accompanying document
- True Storytelling Book: Larsen, Boje & Bruun (2021)
- Website: truestorytelling.org
- Certification & Inquiries: info@truestorytelling.org
- David Boje ongoing work: The Dark Side of AI Leadership (Routledge, in progress)
- XYZA Leadership Model & Concord Tesseract™ materials available upon request

Source of my slide images

https://www.youtube.com/watch?v=PptRrzYY61w