

Meet the tutor

Mark Jones, Awar-winning journalist, author and master storyteller Certified Speak Professional, MAICD

Mark Jones is on a mission to help leaders discover how their purpose leads to impact. A master storyteller and visionary business leader, he's inspired thousands of people around the world to take positive action through keynotes, workshops, corporate events, consulting engagements, and his work in the media.

Mark energises audiences with his rare combination of infectious enthusiasm, research-backed insights, and decades of proven leadership skills. Clients describe him as 'inspired, ground-breaking and gifted.'

Co-founder and Chief Storyteller at [ImpactInstitute](#), Mark believes storytellers change the world. His first book, *Beliefonomics: Realise the true value of your brand* story was published in 2020, and he founded Social Impact Summit in 2023 to connect c-suite leaders committed to positive social change.