



Importance of Storytelling

BASIC TIPS:

- Storytelling is extremely important during an interview. It helps add more “flavor” about who you are.
- Storytelling enables the interviewer to understand what you are about beyond what is written on your resume. It enables the recruiter to see how you will likely fit into the organization and where you have potential.
- When you can have a “flowing conversation” with the interviewer, it usually leaves a lasting impression. You feel more comfortable, and the conversation is typically more meaningful.
- Rather than just sharing a laundry list of various tasks that you have completed, it is helpful to work your leadership abilities, work and community service experience, and/or academic experience into your story.
- Storytelling helps the recruiter see what you are passionate about and what your short and long term career goals are. It helps them “connect the dots” of your resume to gain a deeper understanding of who you are and how you will benefit the company.