

KEY ASPECTS TO GREAT STORYTELLING

1. . Make me care.

Identify key points that describe why you would fit in and how you could make a difference at the firm. Do your research about the firm, its target market, the competition and the issues it currently faces. Give compelling reasons how your skills could complement his and help him achieve his goals.

2. Take me with you.

Come armed with information that shows you have an understanding of what they do, how they do it and why they do it. Gain his attention by sharing information that shows you're excited about the opportunity and are eager to bring value to the firm.

3. Be intentional.

Know why you're there. All your answers should convey that this job is your first choice and that your desire to be a part of the team will make you a great evangelist for the company.

4. Let me like you.

Find what you have in common with the boss and the employees there. [Review their LinkedIn profiles](#) prior to your interview and check out their social media pages. This could give you more personal data points to bring up in casual conversation about areas you share in common.

5. Delight me.

Have one story in your back pocket that has been well received by others about yourself. This should be a candid telling (a few sentences will suffice) about an experience or situation that will leave him with a positive thought about you.

Your interview should be used as a means of connecting you with your hiring boss. Provide thoughtful answers that show you care about the boss' and the firm's needs and emphasize ways you could help the manager achieve his goals. Above all, be authentic and candid without rambling.

Deadly sins of storytelling. In a post on the Stanford Graduate School of Business' website, professor and author Jennifer Aaker addresses common errors people make in telling a story that result in their coming off as flat and dry. These "deadly sins of storytelling" can also be applied to the interview process.

1. Chronology. Do your answers to interview questions build on ideas, feelings and passion, or do they feel disjointed and disparate? Tie each previous accomplishment together as an outcome of the previous effort. Give the interviewer a window into how you think and what you did that wasn't an expected behavior in a previous job – that you went beyond the call of duty. Show how the outcome had a positive affect on your team and how your boss appreciated it.

2. Telling. Avoid lists and categories when talking about yourself. Instead, [use stories to help illustrate](#) who you are.

3. Jargon. Make sure your language is clear and free of terms that are exclusive to a single population. Use familiar words that fit the culture of that specific industry and of that firm.

4. Fabrication. Make sure your story conveys your authentic accomplishments and avoid any exaggeration.