Developing Credibility in Job Interviews Through Storytelling

Jennifer Hollingshead, Master of Arts Candidate
Human Dimensions of Organizations, The University of Texas at Austin

**What is credibility?**
Perceived expertise and trustworthiness
Manifested through respect and trust

**The Problems**
1. Identify the most credible ways to explain relevant experience in job interviews
2. Find new ways to connect and build relationships in a modern world of remote hiring and virtual work

**Research Question**
What does building credibility through storytelling look like?

**Recommendations**

**For Those Sharing Stories**
1. Understand the purpose of sharing and meaning of the story being shared and convey it clearly.
2. Pay attention to the listener and adjust the story accordingly. Align your values and the value of the story with the values of the listener.
3. Entertain and stand out by telling a unique and compelling story.

**For Those Receiving Stories**
1. Create an environment of story enablement.
2. Earn the trust and respect of the storyteller by showing them trust and respect.
3. Check for biases and stay open-minded.

**Methods**

**Interviews**
- 5 female and 5 male recruiters
  - Asked about the process of developing credibility in a job interview through behavioral question responses

**Survey**
- 106 respondents in various industries
  - Surveyed about how to build credibility through storytelling in job interviews

**Experiment**
- Participants selected the most credible interview answer
- Identified interview answers that garnered the most respect and trust from the interviewer

**Results**
100% of stories considered credible follow this basic model, showing consistency throughout their storytelling.

**Participants: Choose the most credible response**

“Tell me about a time when you were communicating with someone and they did not understand you. What did you do to manage the situation?”

**References**

For further information: jenniferlhollingshead@gmail.com