

Developing Credibility in Job Interviews Through Storytelling

RESEARCH QUESTION

What does building credibility through storytelling look like?

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

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

Jennifer Hollingshead, Master of Arts Candidate

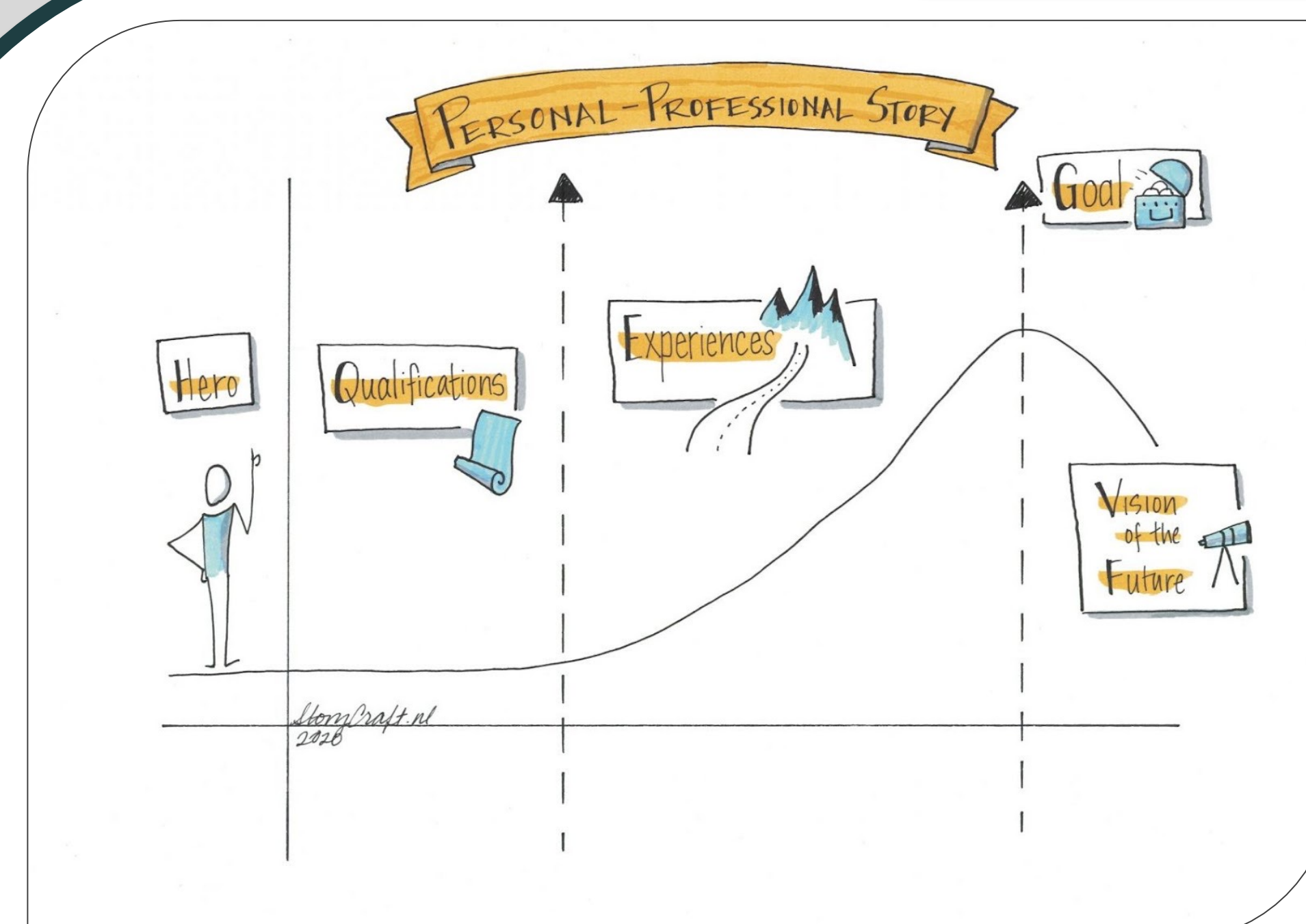
Human Dimensions of Organizations, The University of Texas at Austin

WHAT IS CREDIBILITY?

Perceived expertise and trustworthiness

Manifested through respect and trust

RESULTS



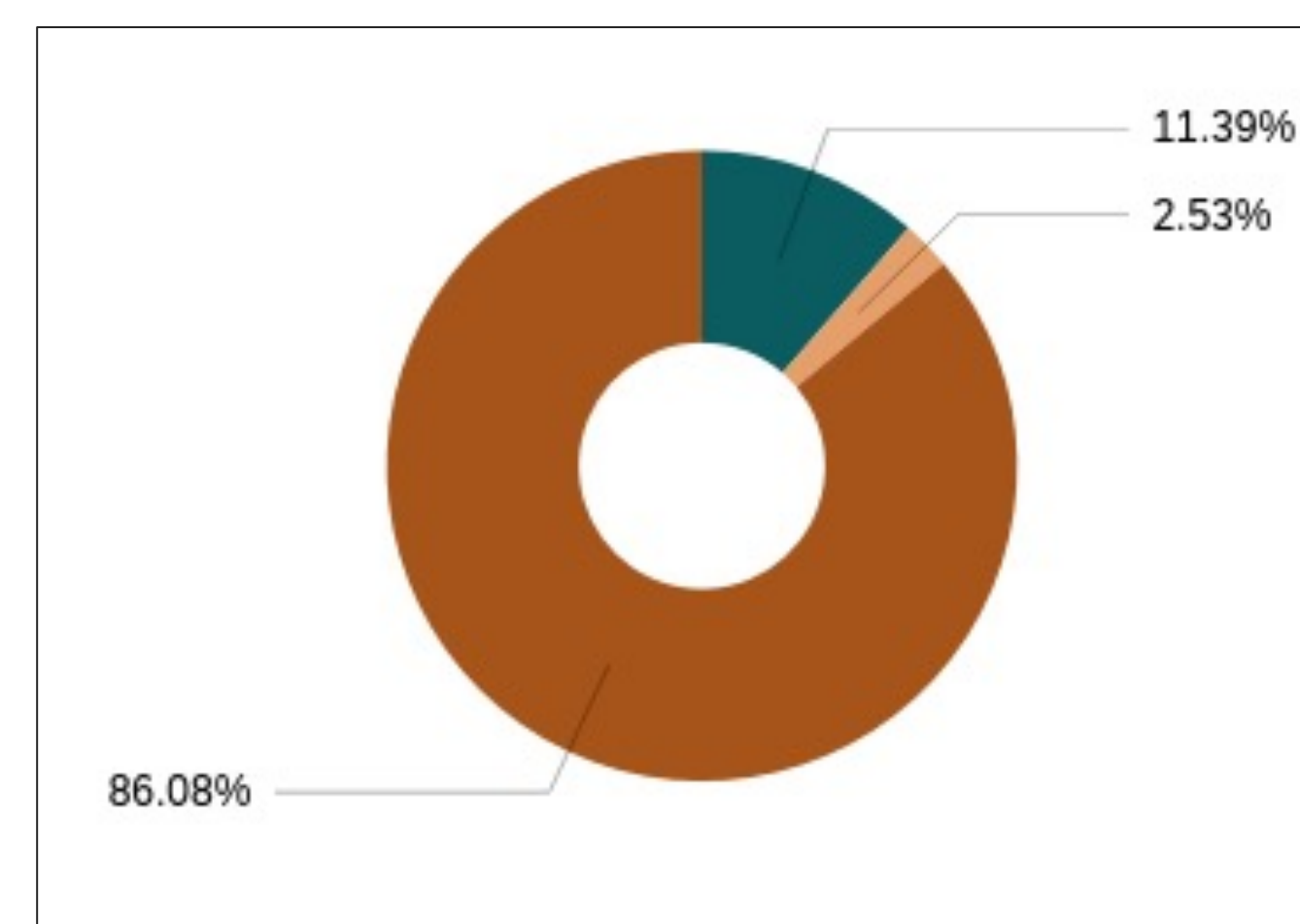
INTERVIEWS

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

EXPERIMENT

"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?"

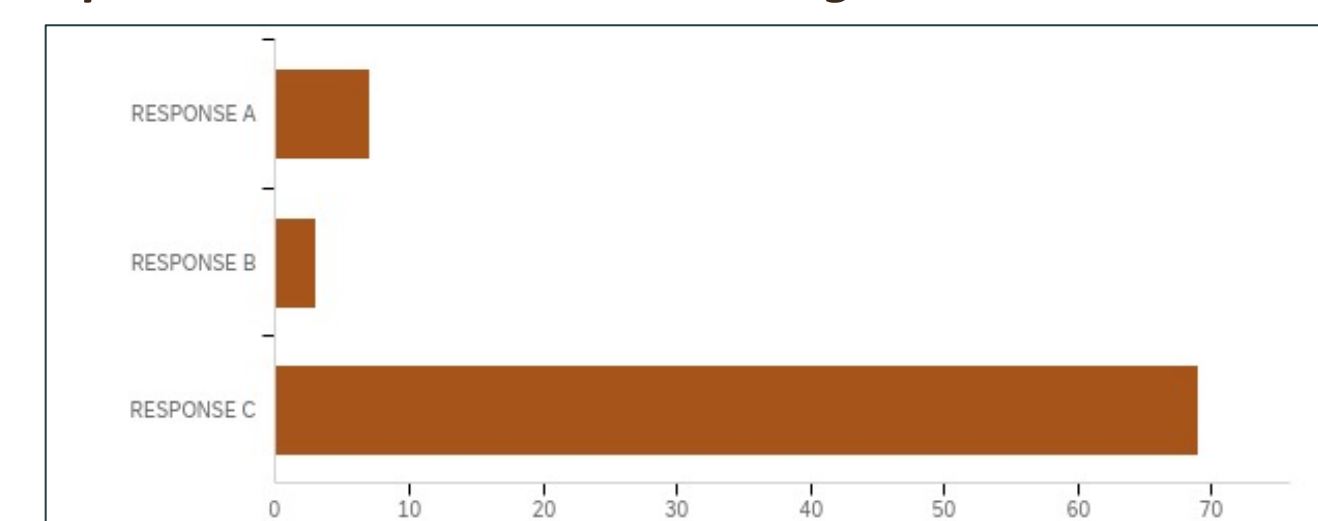
PARTICIPANTS: Choose the most credible response



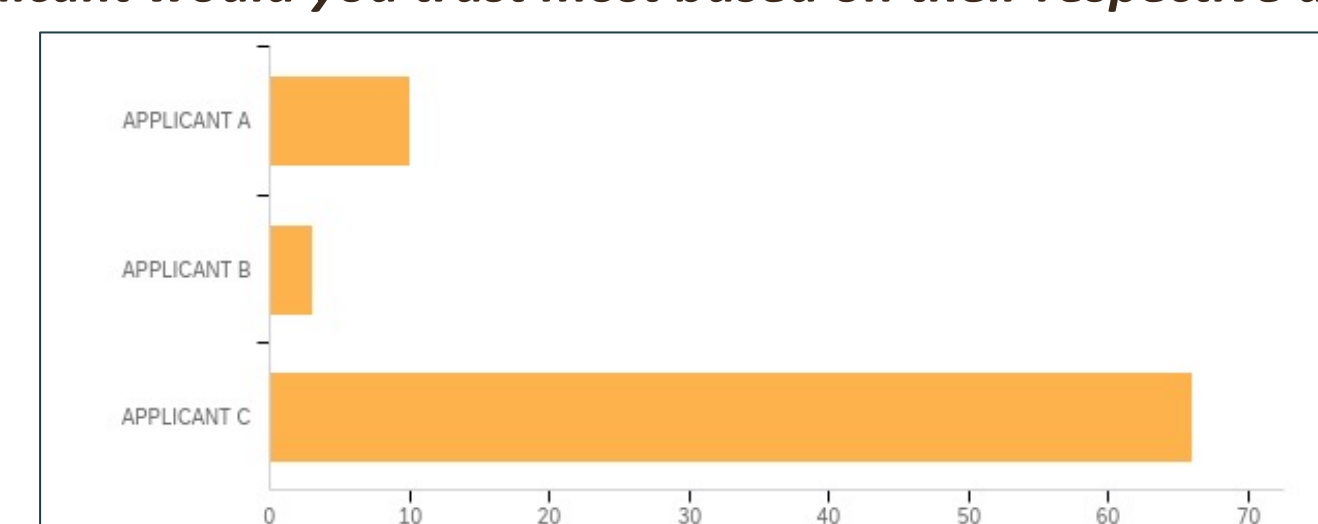
SURVEY

Each experimental question was followed by 2 survey questions to gauge the perception of credibility through **respect** and **trust**. Every "highest credibility" answer matched the highest respect and trust score 100% of the time.

"Which response to Interview Question 3 garners the most respect?"



"If each response to Interview Question 3 represents a different applicant, which applicant would you trust most based on their respective answers?"



RESPONSE A: Usually when this happens I try to take a step back and think about what I just said. Then I simply keep trying to communicate things until the person lets me know they understand.

RESPONSE B: I was trying to coach a sales rep I was training on how to practice her sales pitch. Even after providing a script for her to follow, she was having a hard time role playing the scenarios with me. She could not seem to follow the order in which to answer questions and ask follow up ones. I tried having her practice with her peer sales rep since I wasn't having success with her. She ended up leaving the company a little later so I didn't have to worry about it after that.

RESPONSE C: Often times, when wearing a mask understanding common words and phrases can be difficult. At work I was in charge of greeting people and taking orders, but whenever someone couldn't understand me I would opt for more visuals means of communication. I would point to items on the menu, or I would use arm gestures to show direction. But most of all, I found that simple thumbs up could go along way and my efforts to communicate were always appreciated even if not initially understood.

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.



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For further information: jenniferhollingshead@gmail.com