

AUTHENTICITY

Authenticity does not mean bluntness

Authenticity is in vogue. Sometimes the impression is created that you can't be authentic enough. This overemphasis may stem from the fact that in the past, roles were often taken on so strictly that the personality behind them was barely recognisable. This understanding of roles has often turned into a certain façade-like quality. A form of blunt authenticity has established itself as a counter-movement. The optimum is probably somewhere in the middle between these two extremes: it is about being both role-conscious and authentic at the same time - giving a role a personal touch and thus appearing credible.

Genuine in the role

The opposite trend is often evident in job applications: job seekers hide their personality to fulfil the supposed image of the «perfect applicant» - in other words, an ideal role. In doing so, they are living the very façade that is frowned upon today. And they miss out on the opportunity to become visible as an individual personality - and thus stand out positively from other applicants. The following also applies when looking for a job: Be authentic within the role of the applicant.