

STORYTELLING

Why stories make an impact

Storytelling is more than a trend - it's one of the oldest forms of communication and crucial in today's job interviews, leadership, and marketing. In an age of information overload, facts often fade. Stories activate emotional and sensory brain regions, making them more memorable. Telling stories means creating vivid mental images - and those are far more powerful than abstract claims.

Stories are born through telling

Effective storytelling takes practice. Our experiences are stored as scattered memories; only through narration do they become coherent stories. In interviews, you need clear, personal examples of past challenges you've overcome. These stories showcase your strengths, boost your confidence, and go beyond the interview—they enhance internal communication and your self-marketing at work.