

AUTHENTICITY

Authenticity is very much in vogue. At times, one might get the impression that it is impossible to be too authentic. This overemphasis is understandable – in the past, roles were often performed so rigidly that the person behind them was barely visible. As a counter-movement, a form of blunt openness has emerged. Yet both extremes miss the point.

The optimum lies somewhere in between: being both role-aware and authentic. Giving a role a personal touch – and thereby appearing credible. Authenticity does not mean saying everything that comes to mind. It means remaining recognisably yourself, even within a role.

The opposite is often seen in job applications: many candidates conceal their personality to match the perceived image of the perfect applicant. In doing so, they end up displaying exactly the kind of artificial façade that is now widely frowned upon – and miss the opportunity to stand out as individuals.

Those who present themselves authentically in an interview, without losing sight of the role, stand out from other applicants. Not through self-promotion, but through credibility.

Authenticity in self-marketing and in job applications is not a contradiction – it is an advantage.

Articles on authenticity (all articles)

- Storytelling – mindset or technique?
- How not to show your personality in a job interview!