

## **CAREER TELLING**

Every career has a story. The question is whether you can tell that story – convincingly, coherently and to the point. That is exactly what career telling is about.

Career telling is a specific form of storytelling in self-marketing. Unlike individual success stories, the aim is to present your entire professional journey as a coherent narrative – for example, in response to the classic interview question: “Tell me about your career to date.” Those who answer with concrete stages, challenges overcome and tangible results make their competencies visible. The listener can “see” you in action – and recognise your strengths at work.

A compelling career story requires selection. Not every detail matters – what counts is the common thread that connects the different stages. This thread often only becomes visible in hindsight. Many careers appear far more planned in retrospect than they were. That is not a flaw, but entirely normal.

Career telling creates structure and strengthens self-confidence: you see what you have achieved – and how your development makes sense. This is valuable not only in interviews, but also when rethinking your career or undertaking a structured personal and professional assessment.

### **Articles on career telling (all articles)**

- Understanding your own career through “career telling”
- What tends to stick more – the beginning or the end of a story?