

STORYTELLING

Facts are forgotten. Stories remain.

Storytelling is not a passing trend, but an ancient form of communication – and as relevant as ever today. In a world of constant information overload, abstract statements leave little impression. Stories, by contrast, activate emotions and create images that stick. Those who tell stories are remembered – those who list facts often are not.

Effective storytelling needs to be learned. Our experiences exist as scattered fragments in memory – only through telling do they become real stories. In job interviews in particular, well-prepared examples of mastered challenges are essential. These stories make strengths visible and build confidence – far beyond the interview itself.

Storytelling is just as powerful in internal communication as it is in personal self-marketing. Those who can put their experiences into words have an advantage – in any context.

Articles on storytelling (all articles)

- Storytelling – mindset or technique?
- How storytelling works in job interviews