



Tell Stories to Express Ideas: Interview

Overview

Mastering storytelling for the workplace can allow employees to more clearly communicate their message with their colleagues and to convince others of the importance of their idea.

Storytelling techniques can be used to improve the courage, clarity and organization of your oral communication, and help you to build rapport – ultimately improving your ability to deliver persuasive messages, whether that’s during a job interview, or selling products or ideas.

Directions

To complete this activity, you will watch one TED talk which explores the importance of focusing on the ‘why’ rather than the ‘what’ and the ‘how’ of your point if you want to develop a compelling message.

Read the brief article and watch the TED talk in the link listed below.

[How Successful People Sell Themselves](#)

This time, focus on the *content* of the talk and make notes on its key messages. After watching the TED talk, imagine that you have been invited to an interview for your perfect job or internship. This is a time when you need to use your oral communication skills to sell your message! You need to persuade them that you are the best person for the position!

Imagine that in your interview, you have been asked the question: “*You have been placed in charge of a project team for a new initiative. What are your first steps to get the team going and to successfully complete the project?*”

Use the rubric below to draft a response. You should detail, what you would do, how you would do it and, most importantly, *why* you would take this approach.

Draw on your values and beliefs about what is important, how people should be treated, and the purpose of your actions. And remember, 'people don't buy what you do, they buy why you do it'.

Storytelling Element	Notes
Why	
How	
What	