



Stories that stick:

Using the art of narrative to attract top talent

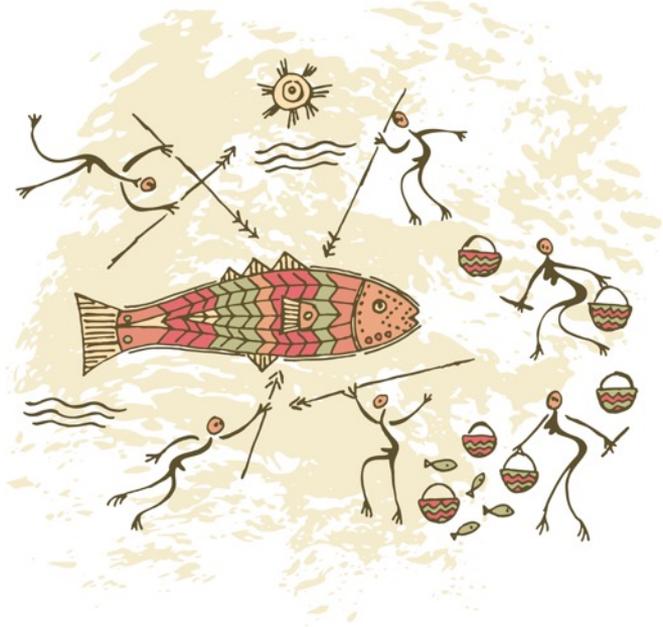
Mikaela Elliott

Senior Recruitment Evangelist, Employer Insights



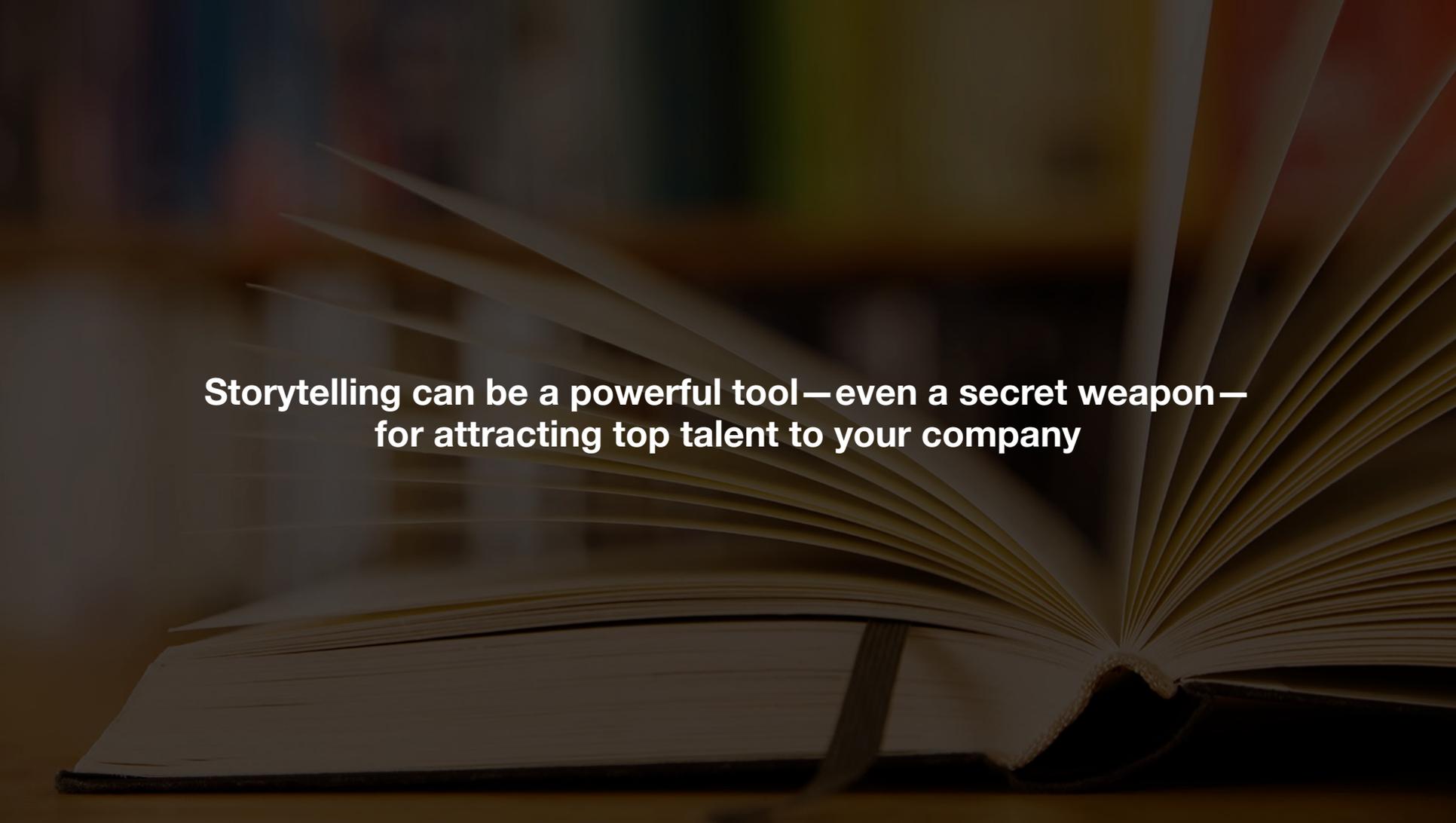
Humans have been communicating through stories for upwards of 20,000 years



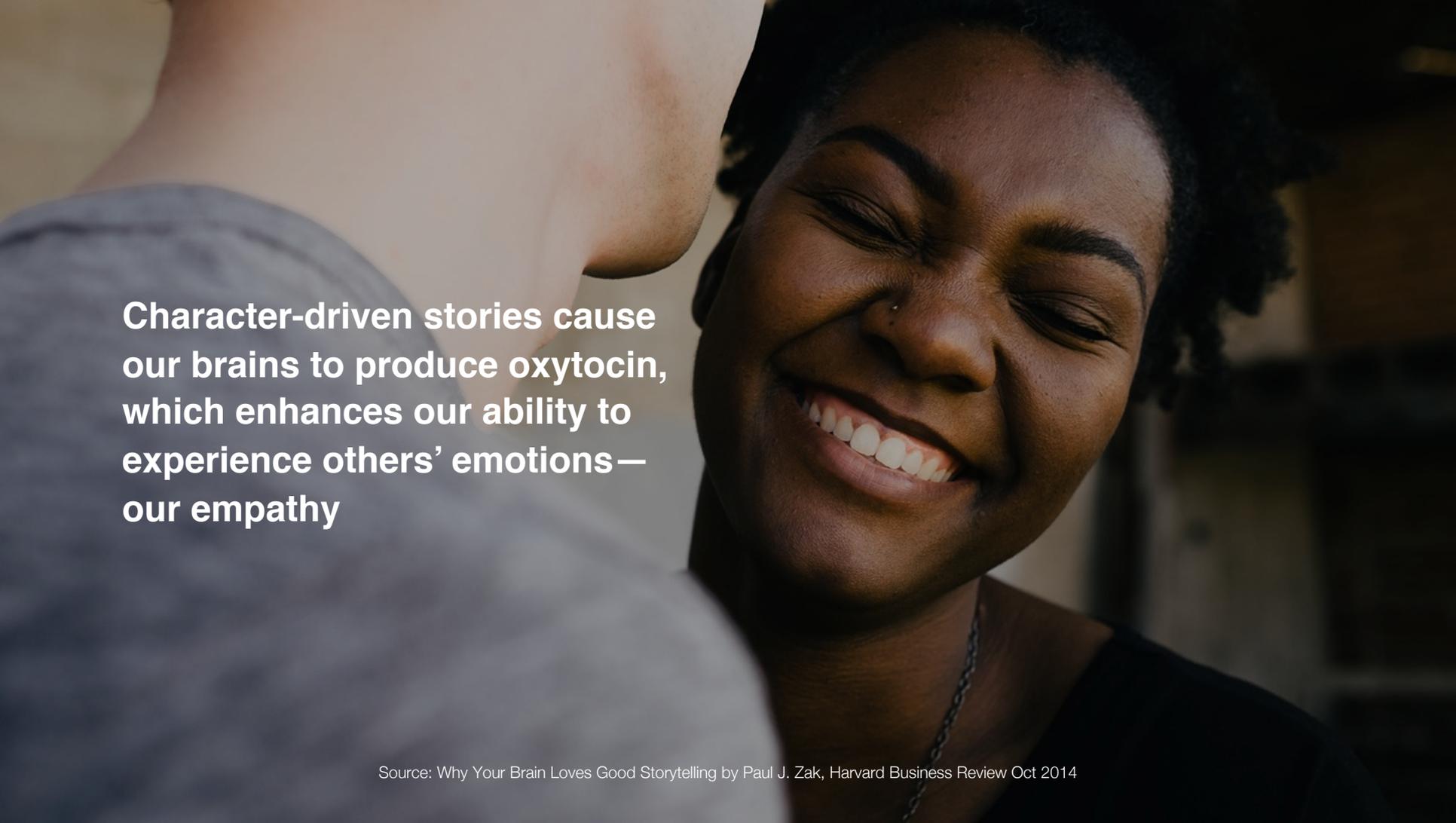


Liked by **wavewood** and **25 others**

user123 When you did all the trimming but not the actual trapping. [#salmon](#) [#itswhatsfordinner](#) [#PNW](#) [#seattle](#) [#vacation](#) [#latergram](#)

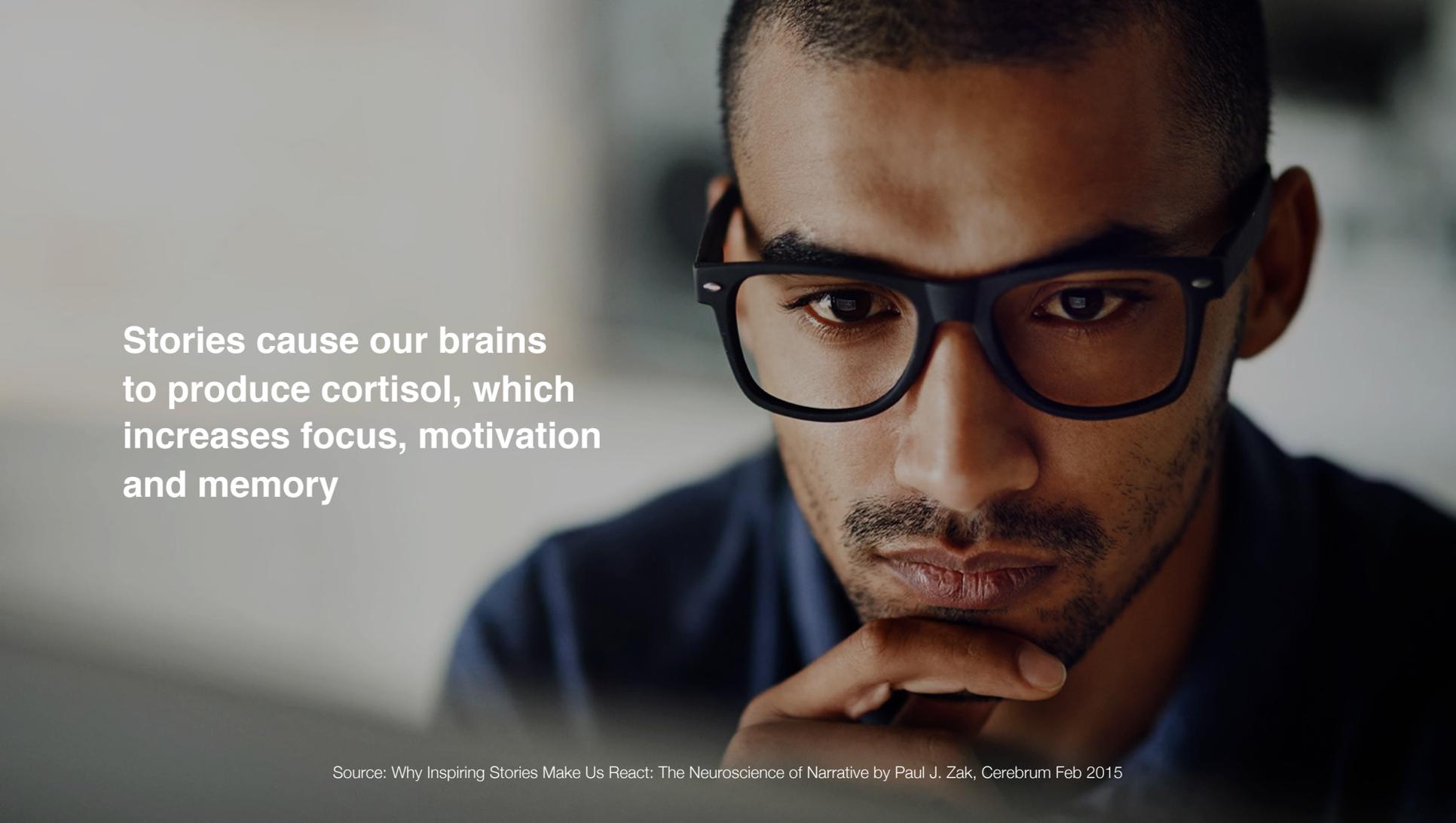
An open book is shown from a low angle, with its pages fanning out. The book is dark, and the pages are a light, warm tone. The background is blurred, showing hints of other books on a shelf. The overall lighting is soft and focused on the book.

**Storytelling can be a powerful tool— even a secret weapon—
for attracting top talent to your company**



Character-driven stories cause our brains to produce oxytocin, which enhances our ability to experience others' emotions—our empathy

Source: Why Your Brain Loves Good Storytelling by Paul J. Zak, Harvard Business Review Oct 2014

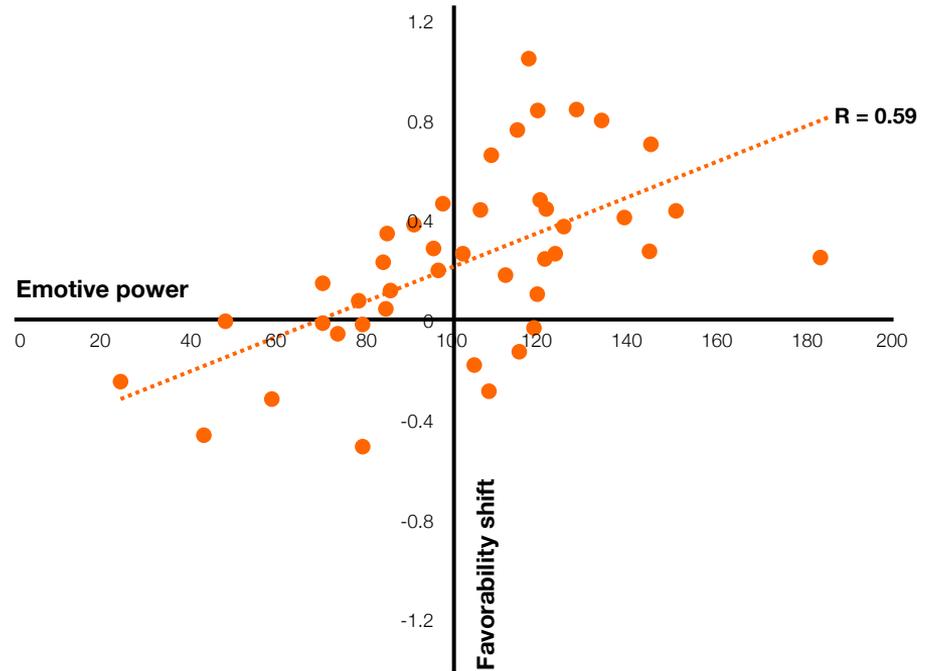


**Stories cause our brains
to produce cortisol, which
increases focus, motivation
and memory**

Source: Why Inspiring Stories Make Us React: The Neuroscience of Narrative by Paul J. Zak, Cerebrum Feb 2015

**Emotions influence
our relationships
with brands**

**Correlation between emotive power
and shift in brand favorability**



Source: Nielsen

**Your company's story is more
important than ever**



“

It's during challenging times that our character is often revealed. Once we're through this, jobseekers will want to hear the story of how you responded.”

Bryan Chaney

Director of Employer Brand, Talent Attraction

Indeed

A woman with dark hair tied back, wearing a grey cardigan over a yellow and white striped shirt and a green apron, is sitting at a desk. She is looking at a document she is holding in her right hand. In front of her is an open silver laptop. The desk also has a blue calculator and some papers. The background is a cluttered office or library with bookshelves and various items, all slightly out of focus. The lighting is soft and indoor.

Job descriptions are one of the most important ways to tell your company story



“

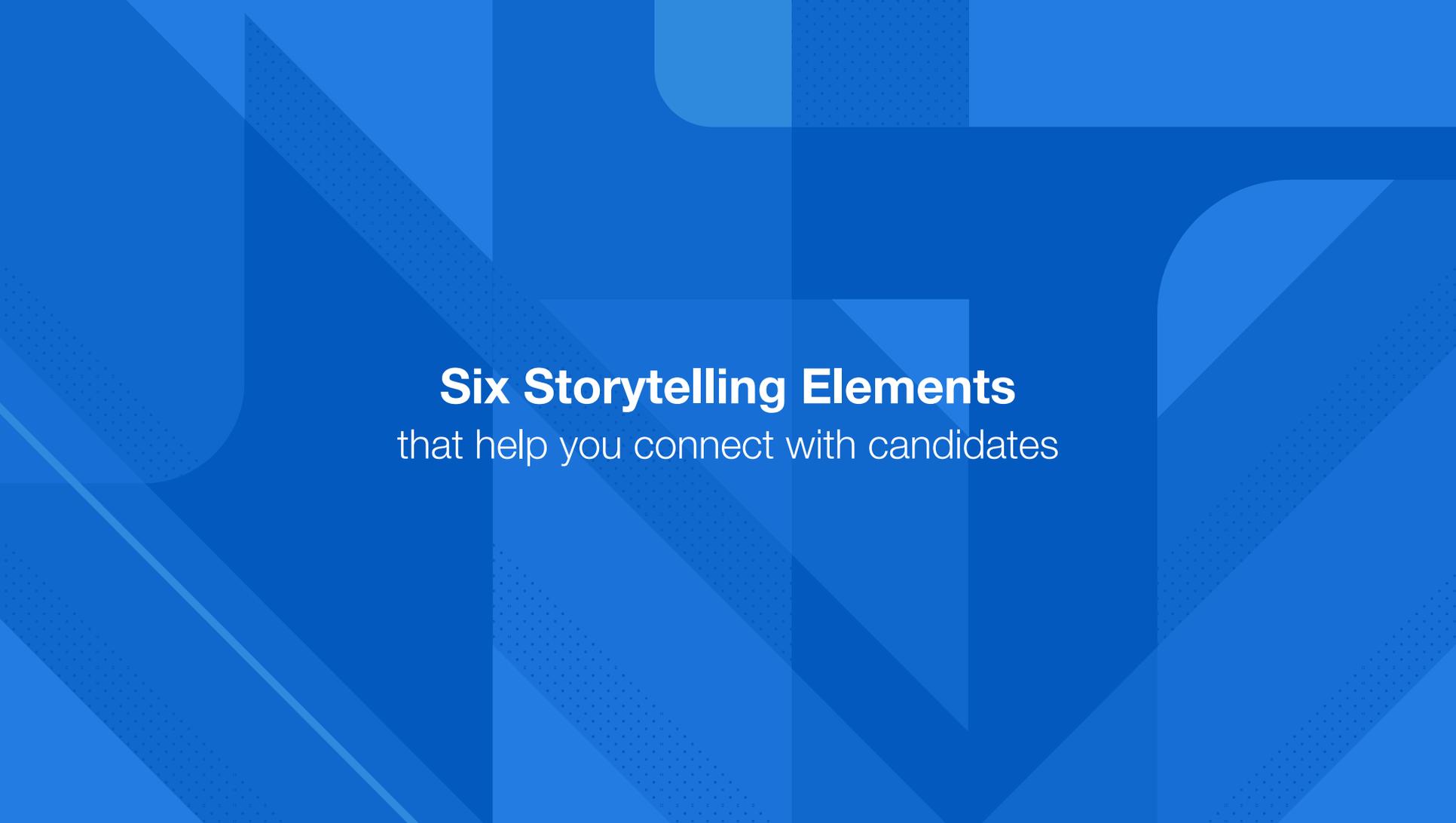
Copy-paste recruitment is generally business as usual in most organisations...Even if the post was last filled five years ago, the chance of anyone thinking it might have to be crafted differently are slim.”

Dorothy Dalton

Global Talent Management Strategist



**How can we harness the power of storytelling
when writing job descriptions?**



Six Storytelling Elements
that help you connect with candidates

Step 01

Start with an opening hook

Open with a strong, **attention-grabbing** paragraph

Don't lose the candidate's attention with a generic description—
make sure your job content is compelling, interesting and relevant.

“Help architect our future. Be a leader of leaders. Get ready for your perfect job, one that encourages you to think strategically yet stay connected with your teams. Do you have premium brand, regional or director-level experience? If so, prepare to innovate, create, and inspire.”



Step 02

Make a personal connection

Think about your company story and why you feel **personally connected**

Create a list of words you would use to tell that story. Now, pull up a job description of a role you're trying to fill. Do the words in the posting match what you wrote down?

**We help
people
get
jobs.**

“We’re building the best bank in the world. A bank you'd be proud to use - and that means bringing together a talented team with diverse experiences, backgrounds and skills. We believe there should be an alternative to the banking of the past: we're focused on solving problems, rather than selling financial products, making your financial life simpler, and giving you complete control from your smartphone.”



Step 03

Introduce conflict

Clarify the problem your company is solving by including an **element of conflict**

Reflect on your company's mission statement or core values. What problem do you solve? What adversity do you help others overcome?

A man with short brown hair and a goatee, wearing a black shirt and a watch, is speaking on a stage. He is looking slightly to the right of the camera. The background is a dark blue wall. The text is overlaid on the left side of the image.

“

We know that people are substantially more motivated by their organisation's transcendent purpose (how it improves lives) than by its transactional purpose (how it sells goods and services). Transcendent purpose is effectively communicated through stories.”

Paul Zak

Founding Director, Center of Neuroeconomics Studies

Author, Trust Factor: The Science of Creating High-Performance Companies

“Help us **set people free from the hell of mortgages. **Mortgages are broken**. For too long, they’ve **disempowered, confused** and **excluded** people. And in the UK, those who do have a mortgage pay £15.5 billion too much a year. We’re here to fix mortgages and rebuild home financing from the ground up. To **put the customer firmly back in control.**”**

HABIT_Q

Step 04

Include interesting characters

Offer jobseekers a **personality they can connect with, instead of a list of benefits and statistics**

Define the voice and personality you use to talk about your employer brand. Does this sound like someone your ideal candidate would want to hang out with?

“We are on a [mission to empower women](#) through fitness and beyond.

With shops from London to Hong Kong, plus Support Offices in London and New York, our mostly female team (sorry men, you are increasing!) is growing fast and we want to hear from [forward-thinkers who aren't afraid to challenge the norm](#). Whether you're taking the first step toward [beginning your career](#) or are a professional looking for an [exciting new opportunity](#), we offer a wide array of [challenging and creative paths](#). Bonus points if you believe in balance. No pain, no champagne, right?”

Sweaty Betty
LONDON



WHO'S IN THE KITCHEN

Blue Apron is hiring an experienced **Logistics Analyst** to join our rapidly growing Operations team. In addition to supporting the daily and weekly

WHAT'S ON THE MENU

- Deliver weekly logistics forecasts to our carriers, ensuring availability of equipment to support on-time delivery (OTD) when you physically book

NECESSARY INGREDIENTS

- Bachelor's degree in a quantitative subject (e.g., economics, science, or engineering)



Logistics Analyst

Blue Apron - New York, NY

On Company Site

THE APRON

At Blue Apron, we believe that in the world wear blue aprons when learning to cook, and for us it is a symbol of lifelong learning. Our highly motivated group of food enthusiasts are inspired to work on complex business problems with creativity and always looking to learn something new. We take preparation seriously, embrace a spirit of excellence, and put in the extra effort in everything we do. We are thrilled to be part of our customers' lives, cooking and creating experiences in their home kitchens.

THE KITCHEN

Blue Apron is hiring an experienced **Logistics Analyst** to join our rapidly growing Operations team. In addition to supporting the daily and weekly operations in our fulfillment centers (FCs), you'll build, and implement tools and processes to improve our delivery infrastructure and performance. You will work closely with transforming Blue Apron's logistics operations, working hand-in-hand with other members of our operations team and fulfillment centers.

THE MENU

Step 05

Create a great setting



“

There are some companies that instantly stand out to me as places where I'd love to work. You can almost feel what it's like to work there just by reading the job description.”

Garrett
Jobseeker interview

**When you talk about your company,
describe what life there is like **day-to-day****

Give jobseekers a sense of your organisation's style and culture.
A great story makes you feel like you're there.



1:00 / 1:15



“We believe the answers are found when [curious, courageous and collaborative](#) people like you are brought together in an [inspiring environment](#). Where you’re given opportunities to explore the power of digital and data, where you’re [empowered to risk failure](#) by taking smart risks, and where you’re [surrounded by people who share your determination](#) to tackle the world’s toughest medical challenges. Join us and help us [reimagine medicine](#).”



Step 06

Don't forget the fundamentals

Target and be precise

Use keywords and phrases that people will search for.
Select a job title that describes the main aspects of the role.

Write great job descriptions that draw talent and perform well in search

“We’re looking for thoughtful, well-rounded front-end engineers to join our team. If you’re the right one for us, you love the web, take great pride in your work, think of coding as more than just a job, and have a few great projects to show off. You can take a concept and transform it into an awesome web-based experience with your own technical and UI/UX expertise.”



Write great job descriptions that **draw talent** and perform well in search

“We’re looking for **thoughtful, well-rounded** front-end engineers to join our team. If you’re the right one for us, **you love the web, take great pride in your work,** think of coding as **more than just a job,** and have a few great projects to show off. You can **take a concept and transform it** into an awesome web-based experience with your own technical and UI/UX expertise.”



Write great job descriptions that draw talent and **perform well in search**

“We’re looking for thoughtful, well-rounded **front-end engineers** to join our **team**. If you’re the right one for us, you love the **web**, take great pride in your work, think of **coding** as more than just a job, and have a few great **projects** to show off. You can take a **concept** and transform it into an awesome **web-based experience** with your own **technical** and **UI/UX expertise**.”



Eliminate **biased language**

Remove requirements
that may discourage a diverse candidate pool.

Keep it simple

Don't over-format your job description or feel obligated to fill white space.



What

Billing Coordinator



Where

Kent



Find Jobs

We're looking for a **Billing Coordinator** to join the team.

The ideal candidate:

- is detail-oriented
- is an adept problem solver
- is driven by a natural sense of curiosity
- has strong investigation skills
- is comfortable weighing multiple pieces of information at once
- can make logical decisions about sensitive, timely billing questions
- is an effective, empathetic communicator
- can talk to users, teammates, and other departments with equal skill



What

Billing Coordinator 

Where

Manchester 

Find Jobs

- We're looking for a Billing Coordinator to join the team.
- The ideal candidate is a **detail-oriented problem solver** with a natural **sense of curiosity** and **strong investigation skills**.
- You should **be comfortable weighing multiple pieces of information** to **make logical decisions** about sensitive, timely billing questions.
- And you should be an **effective, empathetic communicator** who's able to talk with users, teammates, and other departments with equal skill.

Audit and proofread

Continuously monitor your content to ensure it's up-to-date and free of spelling and grammatical errors.

And don't get carried away...

Avoid jargon and buzzwords like “gurus,” “ninjas,” and “wizards.”

Be honest. Don't exaggerate or underplay the responsibilities of the role.



- 01 Start with an opening hook**
- 02 Make a personal connection**
- 03 Introduce conflict**
- 04 Include interesting characters**
- 05 Create a great setting**
- 06 Don't forget the fundamentals**

We're here to help.

Here are additional Indeed resources:

- + [/LEAD with Indeed](#)
- + [Indeed Hiring Events](#)
- + [COVID-19 Employer Resources](#)
- + [Indeed Blog \(blog.indeed.co.uk\)](https://blog.indeed.co.uk)

Q&A

Thank you!

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Senior Recruitment Evangelist, Employer Insights