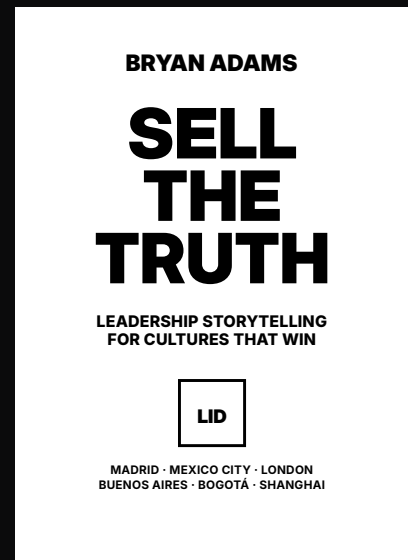


OFFICIAL COMPANION RESOURCE



STORYTELLING QUESTION LIBRARY

Questions that quickly surface the **true stories** hiding in your organisation.

From **SELL THE TRUTH** by Bryan Adams · LID Publishing, 2026 · A free companion resource

sellthetruth.com

A TRUTH STORYTELLING TOOLKIT

STORYTELLING QUESTION LIBRARY

Questions to quickly surface personal stories from your people.

Your quick-reference guide to crafting impactful, truth-driven stories across every touchpoint of your careers site and beyond. Each story topic is paired with a specific question, the best place to use it, and why it works — so you can create authentic, emotionally resonant content that attracts the right talent and strengthens your employer brand.

"A story does not earn belief by being perfect. It earns belief by being true."

By using the right stories in the right places, every candidate experience becomes one that builds trust, strengthens your brand and attracts the talent your company needs to thrive. Let's dive in.

1

HOMEPAGE — TOP-LEVEL BRAND STORY

The big narrative candidates meet first.

CAREER CATALYST REPUTATION

Q What has been the most transformative moment in your career here?

Best place: Homepage / About Us · **Why:** Establishes the company's role in helping people grow and thrive.

CITIZENSHIP REPUTATION

Q What does being part of this company's community mean to you?

Best place: Homepage / LinkedIn / Instagram · **Why:** Highlights impact on society and the pride people take in a greater cause.

CULTURE REPUTATION

Q How would you describe the company culture in one word?

Best place: Homepage / Culture page / Social · **Why:** Creates an immediate emotional connection, conveying tone and values.

2

CULTURE PAGE — EVP STORIES

What it feels like to belong and contribute.

SENSE OF PURPOSE

Q What part of your job do you feel most connected to in terms of making an impact?

Best place: EVP page / Social · **Why:** Communicates the mission-driven work that attracts top talent.

SENSE OF IMPACT

Q How does your role contribute to the company's broader goals?

Best place: EVP page / Blog / Social · **Why:** Shows the tangible effect of people's efforts on the mission.

SENSE OF BELONGING

Q Can you recall a time you felt truly supported and valued by your team?

Best place: EVP page / Careers site / Social · **Why:** Showcases an inclusive culture for candidates who seek community.

3**TEAMS & LOCATIONS — SPECIFIC
EVP**

The texture of everyday work in each team.

TEAM COLLABORATION

Q What's your favourite team project, and what made it successful?

Best place: Teams & Locations / Blog / LinkedIn · **Why:** Reveals teamwork and the energy within specific teams.

WORK-LIFE BALANCE

Q How does the company help you balance professional and personal life?

Best place: Teams & Locations / CRM · **Why:** Appeals to candidates seeking flexibility and support.

4**JOB DETAIL PAGES**

Story at the decision point that matters most.

CAREER PROGRESSION

Q Where have you progressed since joining the company?

Best place: Job detail pages / Testimonials · **Why:** Gives tangible examples of growth opportunities.

PERSONAL GROWTH

Q How has the company supported your personal development?

Best place: Job detail pages / EVP / LinkedIn · **Why:** Positions the company as an incubator for growth.

PROFESSIONAL DEVELOPMENT

Q What programs or mentorships have helped you grow here?

Best place: Job detail pages / L&D page / Social · **Why:** Communicates a real commitment to development.

WHAT TO EXPECT

Q What can someone expect on their first day?

Best place: Job detail pages / Onboarding / CRM · **Why:** Sets expectations and reduces uncertainty.

BEFORE YOU JOIN

Q What's one thing you wish you knew before you started here?

Best place: Job detail pages / Onboarding / Social · **Why:** Adds authenticity and transparency for informed decisions.

WHAT IT'S LIKE HERE

Q How would you describe the work environment in one sentence?

Best place: Job detail pages / Careers site / Social · **Why:** Helps candidates picture the day-to-day.

WHY YOU STAY

Q What makes you excited to come to work every day?

Best place: Job detail pages / Testimonials / CRM · **Why:** Reinforces long-term commitment with authentic loyalty.

5

CANDIDATE EXPERIENCE & INTERVIEW

Transparency that reduces anxiety and builds trust.

APPLICATION PROCESS

Q What was your experience like during the interview process?

Best place: Careers site / Candidate Experience · **Why:** Builds trust and reduces candidate anxiety.

ONBOARDING EXPERIENCE

Q What was the most memorable part of your onboarding?

Best place: Onboarding page / LinkedIn · **Why:** Shows new hires are valued from day one.

INTERVIEW INSIGHTS

Q What interview questions helped you understand the role and company better?

Best place: Careers site / Candidate Experience / CRM · **Why:** Gives candidates a clear sense of what to expect.

6

SOCIAL MEDIA & OTHER TOUCHPOINTS

Authentic, human moments that travel.

EMPLOYEE SPOTLIGHTS

Q What do you love most about your role and the team you work with?

Best place: LinkedIn / Instagram / TikTok · **Why:** Humanises the brand with authentic, personal stories.

EVENTS & ACHIEVEMENTS

Q What event or achievement here made you most proud?

Best place: Social / Blog / CRM · **Why:** Demonstrates culture and values in action.

THEMED QUESTION BANKS

Twelve prompts each, designed to surface a specific kind of story. Use them in interviews, story sessions and one-to-ones to draw out the raw material the TRUTH framework then shapes.

EXPECTATION-SETTING STORIES

What it really takes to thrive here.

- 1 Can you share a story about a challenge you faced when you first joined?
- 2 What higher standards or expectations should someone anticipate before joining?
- 3 Describe a situation where you had to adapt quickly to an unexpected change.
- 4 When was the reality of working here different from your initial expectations?
- 5 Share a time you had to overcome significant professional adversity here.
- 6 Describe an aspect of our culture that might be challenging for newcomers.
- 7 What advice would you give about managing the pressures and demands here?
- 8 When did you need to develop a new capability quickly to meet a need?
- 9 Share a project that was more demanding than you originally anticipated.
- 10 When were resilience and adaptability key to succeeding here?
- 11 When did you realise working here required more than you expected?
- 12 How did you navigate a difficult situation or conflict within the company?

BELONGING STORIES

Inclusion, safety and being valued.

- 1 When did you truly feel a sense of belonging in the company?
- 2 Describe an instance where you felt entirely included in a project or team.
- 3 When did you feel safe to express your ideas without fear of judgment?
- 4 When did you feel your differences were genuinely valued and celebrated?
- 5 Share a time you felt supported and understood by colleagues or leaders.
- 6 When did the company show a commitment to inclusion that resonated with you?
- 7 Describe a moment you felt you could be your authentic self at work.
- 8 When did you feel comfortable voicing a differing opinion or new approach?
- 9 When did company actions or policies reinforce your psychological safety?
- 10 Tell me about a time you felt like an essential part of the team.
- 11 Share a story that reflects how the company fosters acceptance.
- 12 When did you feel most connected to your colleagues?

IMPACT STORIES

Work that made a visible difference.

- 1 When did you feel your work made a significant impact on the company or its customers?
- 2 Describe a time you saw the tangible results of your contribution.
- 3 When did your role play a crucial part in the company's success?
- 4 Recall a project where your contributions directly led to its success.
- 5 Share a story where your ideas led to a positive change.
- 6 How have you experienced the company valuing your contributions?
- 7 When did your work make a profound difference to a colleague or team?
- 8 Describe seeing your efforts contribute to the company's mission.
- 9 When was your input critical to overcoming a major challenge?
- 10 Tell me about a moment you felt truly proud of your work here.
- 11 When did your work have an impact outside the company?
- 12 Describe a deep sense of achievement from the impact of your work.

PURPOSE STORIES

Meaning and alignment with personal values.

- 1 When did you feel your work was directly aligned with your personal purpose?
- 2 When did your work here make a meaningful difference?
- 3 When did the company's mission resonate deeply with your sense of purpose?
- 4 How has working here shaped your understanding of your goals?
- 5 Recall a task that truly felt meaningful. Why was it significant?
- 6 Share a story where you contributed to something larger than yourself.
- 7 Describe a deep sense of satisfaction from your work here.
- 8 When did you feel personally connected to the company's impact on society?
- 9 When were you proud of the difference your work made in someone's life?
- 10 How has your role let you express your personal values or passions?
- 11 Share a time you found meaning in a challenge here.
- 12 Describe the moment you felt most fulfilled in your role.

CULTURE STORIES

What it feels like to work here.

- 1 Share a story that encapsulates the culture of our company.
- 2 When did our culture challenge you to grow personally or professionally?
- 3 When did our culture truly align with your personal values?
- 4 Recall a moment you felt deeply appreciated by colleagues or leaders.
- 5 When did our culture encourage you to bring your whole self to work?
- 6 When were the company's expectations clear and matched to your strengths?
- 7 How have you experienced feeling valued here? Give a specific instance.
- 8 When did our culture influence your decision-making or problem-solving?
- 9 When did our culture motivate you to exceed expectations?
- 10 When were your contributions to our culture recognised or celebrated?
- 11 When did our culture make you feel part of something meaningful?
- 12 Describe a moment that exemplifies what it feels like to work here.

CAREER CATALYST STORIES

Growth, advancement and turning points.

- 1 When did the company strongly support your career growth?
- 2 Tell me about a specific opportunity you had to advance your role here.
- 3 When did a training or learning program shape your career path?
- 4 Share a significant professional challenge you faced and overcame here.
- 5 Recount a meaningful conversation with leaders about your advancement.
- 6 When did company resources significantly impact your career?
- 7 When did mentorship within the company influence your growth?
- 8 When did recognition of your work make a difference?
- 9 Describe a turning point in your career at this company.
- 10 How has our culture helped or challenged your advancement?
- 11 Tell us about a milestone in your career here.
- 12 Describe a moment that significantly shaped your career progress.

CITIZENSHIP STORIES

Leaving the world better than we found it.

- 1 When did you witness the company's commitment to global citizenship?
- 2 When did the company's actions make you proud to be part of it?
- 3 How have you experienced the company's intent to make a positive difference?
- 4 When did you contribute to a community or cause through your role?
- 5 When did the company's values resonate with your own?
- 6 Tell us about an initiative you believe added real value to society.
- 7 When did the company's citizenship influence your perspective or actions?
- 8 When did your work directly and positively impact the community or world?
- 9 When did you see the company take a stand on an important global issue?
- 10 Share an instance where the company's initiatives deeply affected you.
- 11 When did the company's work align with your ideals about citizenship?
- 12 When did you feel you were contributing to something bigger than yourself?

STRUCTURED STORY SETS

Longer, higher-value stories mapped step by step to the TRUTH framework — ready to interview against.

PROFESSIONAL DEVELOPMENT	
TRIGGER · PROBLEM	What specific challenge in your development made you realise you needed to change?
REVEAL · INSIGHT	What did you learn about yourself that changed how you approached your role?
UNLOCK · DECISION	What action did you take to make that moment of growth a turning point?
TENSION · STRUGGLE	What obstacles did you face while working towards that growth?
HARVEST · OUTCOME	How has your development impacted your role or career?

CAREER DEVELOPMENT

TRIGGER · PROBLEM	When did you realise your career had plateaued and needed a change?
REVEAL · INSIGHT	What did you discover about the direction you wanted to take?
UNLOCK · DECISION	What steps did you take to reorient or push your career forward?
TENSION · STRUGGLE	What were the biggest hurdles you faced developing your career?
HARVEST · OUTCOME	What have you achieved since focusing on your development?

PERSONAL GROWTH

TRIGGER · PROBLEM	What personal struggle or limitation sparked a desire for change?
REVEAL · INSIGHT	What did you learn about yourself during that period of change?
UNLOCK · DECISION	What decisions or actions created lasting change in your life?
TENSION · STRUGGLE	What emotional or psychological challenges did you face?
HARVEST · OUTCOME	How has this growth journey changed your life or mindset?

ADDITIONAL HIGH-VALUE STORIES

TRIGGER · PROBLEM	What event triggered the need for change, improvement or reflection?
REVEAL · INSIGHT	What new perspectives did you gain after facing this challenge?
UNLOCK · DECISION	What changes did you implement or decisions did you make?
TENSION · STRUGGLE	What challenges did you face while trying to make things better?
HARVEST · OUTCOME	What was the result, and how did it change things for the better?

TURN THESE ANSWERS INTO BELIEF

Every answer you gather is raw material. Shape it with the TRUTH framework, place it at the decision points that matter, and watch generic content become stories people trust.

Get the full companion toolkit at sellthetruth.com/workbook