



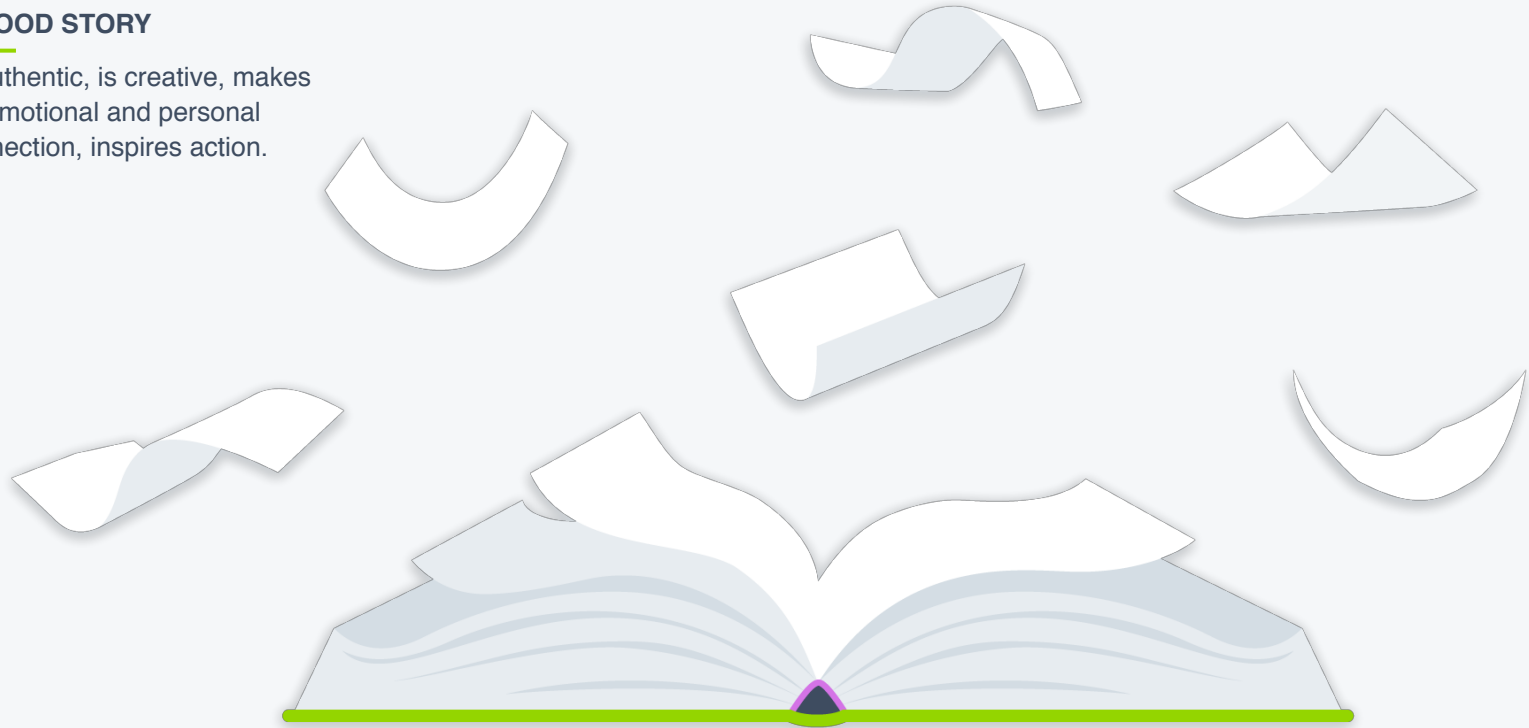
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—  
**WOULD I LIE  
TO YOU?**



# INTRODUCING STORYTELLING

## A GOOD STORY

Is authentic, is creative, makes an emotional and personal connection, inspires action.



# ONLINE PERSONAS

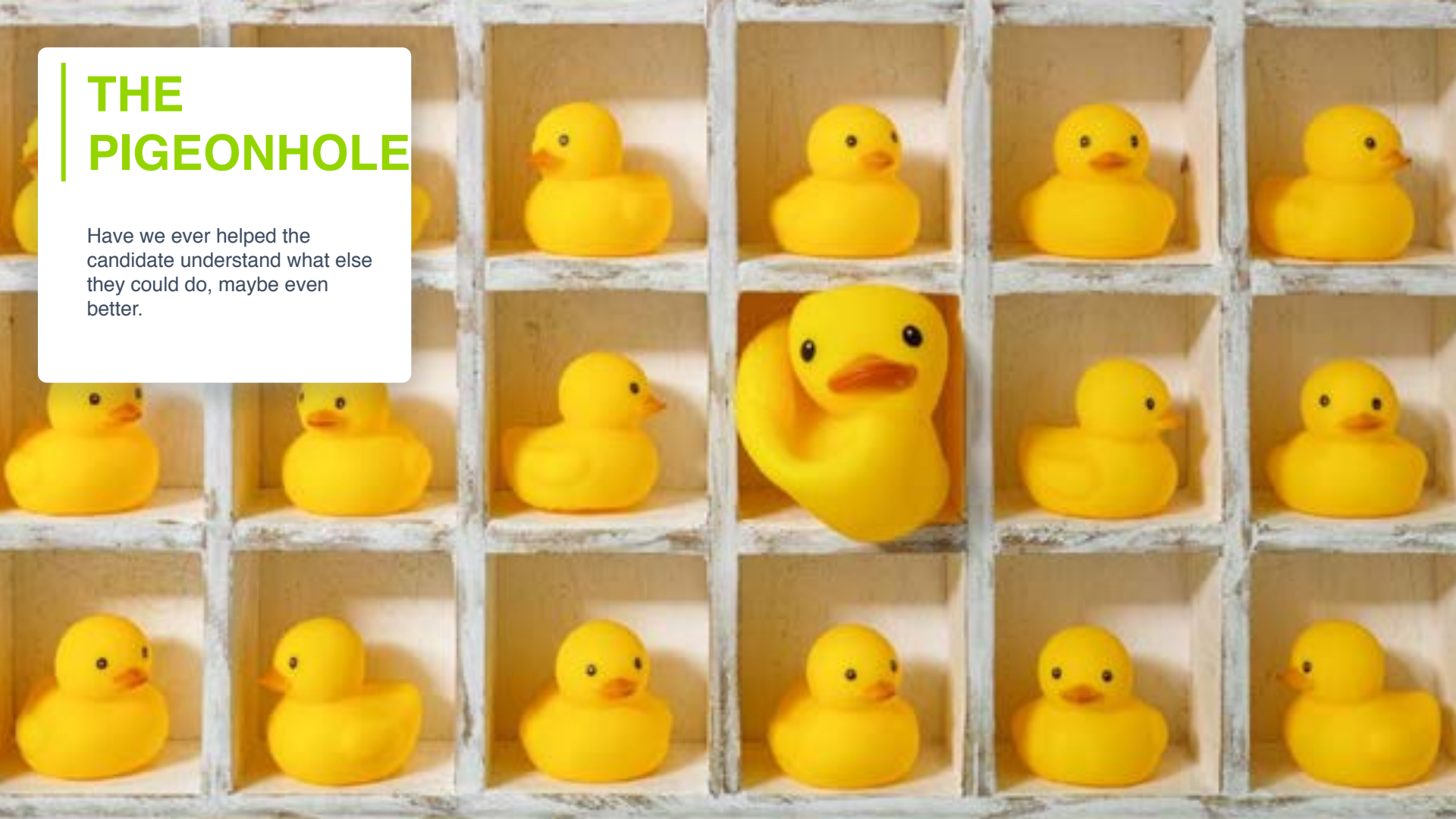
## ONLY EVER THE BEST VERSION

Cut through avatars, bloated  
resumes, and interview  
theatrics



# THE PIGEONHOLE

Have we ever helped the candidate understand what else they could do, maybe even better.



# THE UNDERDOG

No resume, bad interview,  
but **amazing candidate**





## LEE'S RESUME

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Married 108 Couples

TRUE

FALSE

Made Curtains for money

TRUE

FALSE

25m Swimming Certificate

TRUE

FALSE

# TRUTH OR LIE



**DAVE HAINES**

I was in a Bollywood movie.



**DAVID AMY**

I was paid to scare small children.



**TIM G**

The Australian Prime Minister gave me a toaster.



**DEREK SMITH**

I sold luggage on a TV shopping channel.

## **INTERVIEWERS**

Do you think you  
can spot the lie?



# FIRST CANDIDATE

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## DAVE HAINES

I was in a Bollywood movie.

**ARE THEY LYING?**  
**VOTE YES OR NO NOW**

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## SECOND CANDIDATE

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### **TIM GRIFFITHS**

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The Australian Prime  
Minister gave me a toaster.

**ARE THEY LYING?**  
**VOTE YES OR NO NOW**

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## THIRD CANDIDATE

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### **DEREK SMITH**

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I sold luggage on a TV shopping channel.

**ARE THEY LYING?**  
**VOTE YES OR NO NOW**

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# FORTH CANDIDATE

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## **DAVID AMY**

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I was paid to scare small children.

**ARE THEY LYING?**  
**VOTE YES OR NO NOW**

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# SUMMARY

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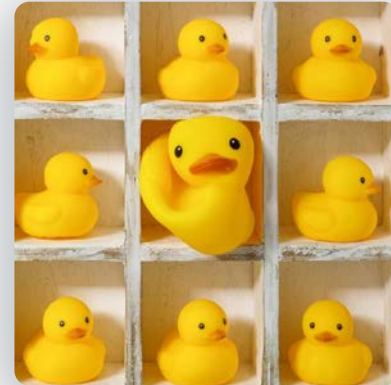
## SWAP STORIES

A good story is authentic, is creative, makes an emotional and personal connection, inspires action.



## FIND THE UNDERDOG

Cut through avatars, bloated resumes, and interview theatrics to find the hidden human.



## DON'T PIGEON HOLE

Help the candidate understand what else they could do, maybe even better.