

STAR METHOD FOR SELLING YOURSELF IN INTERVIEWS

You can set yourself apart through your ability to clearly and concisely respond to interview questions, connecting your background to the position requirements.

Start by developing a comprehensive list of your many successes and relevant experience, including examples from:

- Coursework
- Internships
- Campus or community involvement
- Work experience

Next, brainstorm a variety of examples that illustrate the skills employers typically seek:

- Communication
- Critical thinking
- Leadership
- Problem solving
- Teamwork
- Work ethic
- Technical competence
- Cross-cultural competency

STAR method. In preparation for the interview, take time to develop responses to anticipated interview questions. STAR is a structured approach to answering interview questions; responding to interview questions with STAR examples can help illustrate your fit with the opportunity. The four steps of the STAR method are:

- S = Situation** (What was the situation?)
- T = Task** (What goal were you working toward?)
- A = Action** (What action did you take?)
- R = Result** (What was the result of your action?)

Situation or Task	Describe the situation that you were in or the task that you needed to accomplish. Share a <i>specific</i> event or situation, not a generalized approach you might have used in the past. Provide enough detail for the interviewer to understand the context.
Action You Took	Describe the action you took and be sure to keep the focus on <i>you</i> . Even if you are discussing a group project or effort, describe what <i>you</i> did – not the efforts of the team. Don't talk about what you might do or what you tend to do; describe what you <i>did</i> .
Results You Achieved	Describe what happened, how the event ended, or how the situation was resolved. Focus on your accomplishments, insights, and learning.

Example

Interview Question:

Give me an example of a time when you set a goal and were able to meet or achieve it.

Sample Response:

Situation/Task (ST):

Advertising revenue was falling off for my college newspaper, *The Sandspur*, and large numbers of long-term advertisers were not renewing contracts.

Action (A):

I designed a new promotional packet to go with the rate sheet and compared the benefits of *The Sandspur* circulation with other ad media in the area. I also set-up a special training session for the students handling accounts with an economics/international business professor who discussed competitive selling strategies.

Result (R):

We signed contracts with 15 former advertisers for daily ads and five for special supplements. We increased our new advertisers by 20 percent [quantities are good to include, if you can] over the same period last year.

Practice:

Write an answer to each of the interview questions below

1. Give me an example of a time when you set a goal and were able to meet or achieve it.

Situation or Task

Action you took

Results you achieved

2. Describe a conflict you had with a supervisor/co-worker/colleague and the process you used to resolve it.

Situation or Task

Action you took

Results you achieved