

## WHAT IS IT?



Are you looking for a formula you can stick to when it comes to answering those dreaded competency-based questions?!

Yes! Well, I think we might have what you're looking for...

Now, it's not a new concept, in fact, it's arguably very OLD BUT it works.

Introducing the... STAR method: *a widely used interview technique for answering behavioural questions.*

Are you familiar with...

- *Tell me about a time when...*
- *Give me an example of... OR*
- *Have you ever...*

These questions ALL become easier to answer when you apply the STAR technique.

## THE STAR TECHNIQUE

### The STAR Technique

Top Tip: You can also use the framework beyond interviews to help you identify, reflect on, and demonstrate positive behaviours in other areas of your work life..

**SITUATION:** Begin by describing the situation or context in which the experience occurred. Provide enough background information to set the stage and make it clear to the interviewer.

**TASK:** Explain the specific task or objective you were assigned as part of the situation. Highlight what you needed to accomplish or the goal you were working towards.

**ACTION:** Describe the actions you took to address the situation or complete the task. Focus on your individual contributions, emphasizing the skills you used and the steps you took to achieve results.

**RESULT:** Share the outcome or result of your actions. Explain the impact of your efforts, whether it was a positive outcome, a lesson learned, or a valuable experience gained. Quantify the results whenever possible to provide concrete evidence of your achievements.

### HOW TO ANSWER A STAR INTERVIEW QUESTION

Classic interview question example: "Tell me about a time you faced a challenging situation at work?"

**SITUATION:** We were in desperate need to recruit a Marketing Manager to support our ongoing projects, manage new ones and work on the UK marketing strategy, alongside our global marketing manager.

**TASK:** In the interim, I covered some of the marketing manager's work and worked closely with the global marketing team to ensure we didn't fall behind on any projects. We were receiving a very small number of applications, and sadly none were quite right for us. However, I'd recently seen how popular part-time roles were becoming so...

**ACTION:** I presented our HR / TA Team with a proposal to create 2 x Marketing Managers roles as a job share, knowing this could also work well with our global team I was keen to hear their response.

**RESULT:** We successfully hired 2 x marketing managers who work seamlessly together and no projects were left unfinished or forgotten about.

### Overall,

the STAR method allows you to effectively communicate your past experiences, skills, and achievements, enhancing your chances of making a strong impression during a job interview.