



UNM

Office of Career Services

## Interviewing Guide: STAR Method

Utilizing the STAR method (Situation, Task, Action, Results) to respond to behavioral based questions in your interview sets you apart from other interview candidates.

### Using the Star Method

Your ability to clearly and concisely respond to behavioral based questions in an informed manner while relating your background to the question posed will set you apart from others that stumble over questions. The STAR method provides a logical approach to answering any question by providing a guided approach to using one of your past successes in responding to the question.

### The Four Steps

1. S = Situation (Describe the situation: general/specific)
2. T = Technique/ Task (What approach did you use? What goal are working toward?)
3. A = Action (What action did you take?)
4. R = Result (What was the result of your action?)

### Planning: Your Comprehensive List

KEEP IT POSITIVE! Develop a comprehensive list of your many successes. Such as:

- Related experience • Technical interests • Leadership examples • Team activities • Communication skills • Work experiences • School experiences • Extracurricular activities • Volunteer experiences • College sport experience

### Planning: Expanding Your List

Now, develop that list of successes into short examples that illustrate your success.

#### • Situation or Task:

Describe the situation that you were in or the task that you needed to accomplish. You must describe a specific event or situation, not a generalized description of what you have done in the past. Be sure to give enough detail for the interviewer to understand. This situation can be from a previous job, from a volunteer experience, or any relevant event.

#### • Action you took:

Describe the action you took and be sure to keep the focus on you, even if you are discussing a group project or effort, describe what you did -- not the efforts of the team. Don't tell what you might do, tell what you did.

#### • Results you achieved:

What happened? How did the event end? What did you accomplish? What did you learn?

### Sample Interviewing Story

#### Situation/Task (ST):

Advertising revenue was dropping for my college newspaper, the Daily Lobo, and large numbers of long-term advertisers were not renewing contracts. The task was to find a way to increase revenue.

#### Action (A):

I created a new promotional packet to go with the rate sheet and compared the benefits of the Daily Lobo with other ad media in the area. I also set-up a special training session for the account administrators, staff and advertising managers with successful economics/marketing professor who discussed competitive selling strategies that we could use.

#### Result (R):

- We signed contracts with 10 former advertisers for daily ads and five for special supplements.
- We increased our new advertisers by 30 percent over the same period last year.

