



CRUSH YOUR INTERVIEW WITH THE STAR TECHNIQUE

WHAT IS THE STAR TECHNIQUE?

The STAR technique is a strategy to help you excel in behavior-based interviews (the ones that start with phrases like “tell me about a time when...”). It will help you to provide clear, concise, and thoughtful answers that best describe your skills and experience as they relate to the position.

WHAT DOES IT STAND FOR?

STAR IS AN ACRONYM THAT STANDS FOR:

S – SITUATION: DESCRIBE THE CONTEXT

- What is relevant for the interviewer to know to understand your example?
- Include the necessary context clues - where, what, why?
- Set the scene with your story, giving pertinent information to frame it well

Example: Last summer I interned at Company A on the digital marketing team.

T – TASK: EXPLAIN WHAT YOU WERE TRYING TO ACCOMPLISH

- What were you tasked with or responsible for?
- What goals were you trying to achieve?
- What part did you play in the task?

Example: For my culminating project, I was working on a full website rebrand and launch.

A – ACTION: WHAT DID YOU DO?

- Detail the action steps you took to accomplish your goal
- Remember to use active verbs and talk about intentional actions
- This can be a team action, but make sure to talk about what YOU did

Example: In order to achieve this goal, I researched competitor websites, hosted a focus group of customers, created sample landing pages through Wix, surveyed team members and customers, streamlined our call to action buttons, and utilized Google Analytics so the most popular content was easy to find.

R – RESULT: WHAT HAPPENED AS A RESULT OF YOUR ACTION?

- What changed or was impacted as a result of your actions?
- What positive results can be shared to highlight your achievement? Details and numbers can be helpful!
- If your result was not positive, what lessons or takeaways did you learn to be more successful next time?

Example: As a result of these efforts, I was able to successfully launch the website rebrand at the end of my internship, as well as collaborate on a marketing and communications plan using email, social media, and press releases to promote the new look to our constituents. During the next month, web traffic increased 55% and sales increased 25%.

HOW DO YOU PREPARE?

Brainstorm specific examples ahead of time that you might use for common behavioral interview skills, such as teamwork, time management, communication, conflict, adaptability, etc. -Organize each experience using the STAR technique. Practice saying your responses out loud to yourself, a career advisor, a friend, or [Big Interview](#).