

The STAR technique

STAR is a formula for creating your best response to behavioral-based questions, or questions beginning with phrases such as “Describe for me...,” “Tell me about...,” or “Give me an example of...” Interviewers expect you to compose your thoughts and experiences like any good story.

S

Situation

Describe a specific situation that relates to the question.

Advertising revenue was falling off for my college newspaper and a large number of long-term advertisers were not renewing contracts.

T

Task

Describe your task and your goals.

My goal was to secure contracts with as many former and new advertisers as possible to generate more advertisers revenue.

A

Action

Describe the action you took.

I designed a new promotional packet to go with the rating sheet and compared the benefits to my newspaper circulation with other advertising media in the area. I also arranged for a marketing professor to conduct a special training session about selling strategies for the newspaper’s account executive.

R

Result

Describe the positive result or outcome of the situation

We signed contracts with 15 former advertisers for daily ads and five for special supplemental ads. Also, the paper increased the number of new advertisers by 20% over the same period last year.

Improve your interviewing confidence and ability to make a positive impression with an employer by scheduling a mock interview with a Career Services specialist.

To schedule an in-person or virtual appointment, please visit our website: starkstate.edu/careerservices

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