

HOW TO PREPARE FOR AN INTERVIEW USING THE STAR METHOD



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WHY ARE BEHAVIOURAL QUESTIONS USED?

Behavioural interview questions are commonly used by employers to gain insights into a candidate's past experiences and behaviours in various work-related situations. These questions help employers assess an individual's skills, problem-solving abilities, communication style, and how they handle challenges. It is essential to prepare well in advance and craft thoughtful answers that showcase your strengths and suitability for the role.

Important Tip!

To make the most of this guide, thoroughly review and familiarise yourself with the behavioural interview questions, use the **STAR** method to structure your own responses, emphasising your specific contributions, actions and results. Practice your responses out loud and/or engage in mock interviews.

In this guide, I describe the **STAR** Method and share four common behavioural interview questions along with sample answers.

Remember that these are just examples and it's crucial to tailor your responses based on your unique experiences. Use the sample answers as a starting point to structure your own responses, highlighting relevant achievements and demonstrating key competencies.

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WHAT IS THE STAR METHOD

Situation

Start by providing a brief overview of the situation or context. Clearly explain the background, setting and any relevant details necessary for the interviewer to understand the scenario. Example - 'In my previous role as a project manager we were tasked with launching a new product in a highly competitive market.'

Task

Describe the specific task or objective you were assigned within the situation. Clearly explain your role and responsibilities in addressing the challenge or goal. Example - 'My task was to develop a comprehensive marketing strategy to drive awareness and generate sales for the new product'. By using the STAR method, you provide a structured and concise response that highlights your specific contributions, problem solving abilities, and achievements. This approach enables you to effectively demonstrate your skills and experiences in a way that is easy for the interviewer to understand and evaluate.

Action

Share the actions you took to tackle the situation and accomplish the task in hand. Focus on your individual contributions, highlighting the skills and approaches you utilised. Be specific and provide enough details to showcase your actions clearly. Example - 'I conducted extensive market research to identify our target audience and competitors. Based on the findings, I developed a targeted marketing campaign, including digital advertising, social media engagement and influencer partnerships. I also collaborated with the sales team to align our efforts and ensure effective lead generation'

Result

Discuss the outcome or results of your actions. Highlight the positive impact of your efforts and quantify the results whenever possible. Explain how your actions directly contributed to achieving the desired outcomes. Example - 'As a result of the marketing campaign, we exceeded our sales targets by 30% within the first quarter. The product gained significant market visibility and customer engagement increased by 40%. Additionally, we received positive feedback from both customers and industry experts, establishing our brand as a leader in the market'



TOP TIP - practising interview questions with colleagues/family members and friends can help you gain confidence and give you an opportunity to gain feedback before the real thing!

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TOP 4 BEHAVIOURAL QUESTIONS & ANSWERS

Tell me about a time when you faced a significant challenge at work

Sample Answer

In my previous role, our team was given an urgent project with a tight deadline. I took charge of co-ordinating the efforts, created a detailed timeline, and delegated tasks effectively. By fostering open communication and offering support, we successfully completed the project ahead of schedule.

Describe a situation where you had to work with a difficult colleague or team member

Sample Answer

In a previous role, I had a team member who was often resistant to feedback and collaboration. To address this, I scheduled one-to-one meetings to understand their perspective, empathise and offer constructive suggestions. Over time, our relationship improved and we were able to work together more effectively.

Can you share an example of a time when you had to handle a dissatisfied customer or client?

Sample Answer

During my time as a customer service representative I encountered a frustrated customer who had a negative experience with our product. Actively listened to their concerns, empathised and proposed a solution. By offering personalised assistance and following up, I turned their dissatisfaction into a positive customer experience.

Tell me about a situation where you had to adapt to a significant change in the workplace.

Sample Answer

At my previous company, there was a major organisational restructuring that impacted our department's workflow. To adapt, I proactively sought clarification, attended relevant training sessions, and collaborated with colleagues to ensure a smooth transition. My ability to embrace change allowed me to maintain productivity during the transitional period.

COVERED IN THIS GUIDE

By combining the resources in this checklist with the expertise of a career coach, you'll be equipped with the tools and knowledge to confidently tackle your interview and make a lasting impression to potential employers. You can take the first step towards interview success today by using this checklist independently or by seeking the guidance from myself as your career coach, you'll be well-prepared to showcase your skills, experiences and potential to secure that dream job.