

S.T.A.R Story Guide

What is a S.T.A.R story?

Situation: Describe the specific challenge/opportunity you were faced with.

Task: Describe the tasks involved in the situation.

Action: What actions were taken to complete the task(s)?

Result: What was the outcome of those actions?

Formatting your responses to interview questions this way allows you to showcase your skills & qualifications in the best light. It gives the employer insight into your personality, work experiences and contributions you've made inside and outside the classroom.

Here are two examples—

Sample Question: What is your greatest strength? Tell me about a time you've had to use it.

Response using the S.T.A.R story format—

- **Situation:** My greatest strength is my ability to relate to others.
- **Task:** As an Account Manager, I was assigned a sales territory. It was my responsibility to build relationships with new clientele, as well as, maintain relationships with current clients.
- **Action:** I decided to organize and host product preview events. At these events, both current and prospective clients got to test out new products, view demonstrations, and meet our sales team in a more relaxed environment.
- **Result:** This led to a 15% increase in product sales and I was promoted to Sales Team Lead which gave me the opportunity to train others and establish new territories.

Sample Question: Tell me about a time when you demonstrated good leadership skills.

Response using S.T.A.R story format—

- **Situation:** Last semester, I took a marketing course. Our group assignment was to come up with a marketing campaign for a retirement facility.
- **Task:** The project itself required a lot of research and as a group we weren't sure how to go about starting the project.
- **Action:** I decided to step up and lead the group. I divided the work into parts, delegated tasks, scheduled future group meetings based on our schedules and reviewed our PowerPoint presentation.
- **Result:** The group wasn't overwhelmed with all of the work that needed to be done and we got positive feedback from our professor and peers

Good Luck! Contact us at careerservices@bac.edu to schedule a mock interview.