

## MODULE 3 – HOW TO ANSWER COMPETENCY BASED INTERVIEW QUESTIONS

### STAR structure

**Situation:** Describe the context within which you performed a job or faced a challenge at work. This situation can be drawn from a work experience or any other relevant project or volunteering. Be as specific as possible.

**Task:** Then describe your responsibility in that situation. Perhaps you had to help your group complete a project within a tight deadline, resolve a conflict with a co-worker, or hit a sales target.

**Action:** You will then describe how you completed the task. Focus on what you did, rather than what your team, boss, or co-worker did. Instead of saying, "We did xyz," say "I did xyz".

**Result:** Finally, explain the outcomes or results generated by the action taken. It may be helpful to emphasize what you accomplished, or what you learnt.

### Examples of Interview Questions and Answers Using STAR

**Example Question:** Tell me about a time you showed initiative on the job.

#### Example Answer:

**Situation:** Last year I was acting as an account coordinator, supporting the account executive for a major client at an ad agency. The account executive had an accident and was side-lined three weeks before a major campaign pitch.

**Task:** I volunteered to do the presentation by coordinating the input of the creative and media teams.

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**Action:** I called an emergency meeting and facilitated a discussion about ad scenarios, media plans, and the roles of various team members in relation to the presentation. I was able to achieve a consensus on two priority ad concepts that we had to pitch, along with related media strategies. I drew up a minute-by-minute plan of how we would present the pitch that was warmly received by the team based on our discussions.

**Result:** The client was impressed with our plan and adopted the campaign. Thanks to the great result I was promoted to account executive six months later.

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