

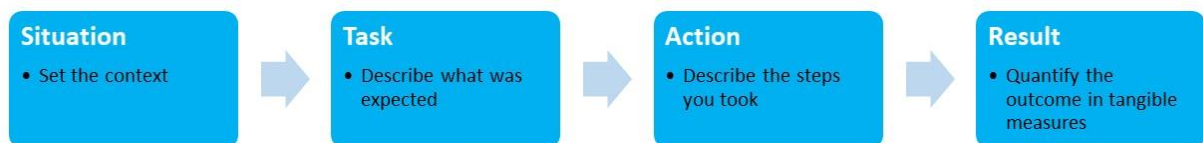
## The "Star" Approach

Star is a really useful way for conveying your achievements to a prospective employer. You can use this within your CV, and it is very powerful when used to deliver your answers at interviews.

### Here's how it works.

- Think about some work examples to showcase something you did well. For example, that may involve how you dealt with an upset customer.
- Then use the acronym STAR following the diagram below to explain the stages succinctly (an example is shown overleaf)

#### STAR Technique



#### Top tip:

Create a bank of answers in advance using this format (at least two per competency) so that you are prepared on the day and practice.

This will help you to convey well-articulated examples.

## Situation

Set the context for your story. For example,

*"A customer rang up complaining that they'd waited more than two weeks for a reply from our sales team regarding a product query and was very unhappy."*

## Task

Briefly describe what was required of you. For example,

*"I needed to address the client's immediate query and find out what went wrong in the normal process."*

## Activity

Explain what you actually did. For example,

*"I apologised, asked for the details and explained I would deal with it personally and update them within the hour. I investigated why the query hadn't been answered. I discovered that it was a combination of a wrong mobile number held and a generic email address that wasn't being checked. I let the client know and we offered a goodwill discount on her next order."*

## Result

Highlight the outcome/results. For example,

*"She thanked me for my prompt attention and continued to order from us. She also posted a positive customer service tweet."*

If you can quantify your outcomes into tangible figures, this will have the greatest impact.