

The STAR Method

Using the STAR method can help you successfully communicate your skills, experiences, and accomplishments. You can apply the STAR method when writing your resume and cover letter and when preparing responses to interview questions.

SITUATION: The situation or setting; the background for context.

TASK: Identify the challenge presented.

ACTION: Activities or actions you used to effect the change. ***Make sure you choose strong action verbs that denote skills and accomplishments.***

RESULT: Discuss the results and summarize the outcome.



Applying the STAR Method to:

The Resume

Weak Resume Bullet: Utilize social media platforms to gain a following

SITUATION: Public relations company

TASK: Increase social media presence and following to attract potential clients

ACTION: Maintained company Facebook and Twitter pages by posting relevant articles and interacting with customers and other organizations

RESULT: Obtained more than 200 new followers

Stronger Resume Bullet: Attracted more than 200 new followers for company Facebook and Twitter accounts by posting relevant articles and interacting with outside organizations

The Cover Letter

SITUATION: Micro supply corporation

TASK: Assisted the vice president of the company

ACTION: Prepared financial statements, handled accounts payable and accounts receivable for the company

RESULT: Developed and expanded knowledge of accounting

Accomplishment: As an Assistant to the Vice President, I had the opportunity to develop and expand

my knowledge of accounting through the preparation of financial statements, along with handling accounts payable and accounts receivable job duties for the company.

The Interview

SITUATION: During my senior year, I was elected President of the marketing club on campus. Over the course of the previous year, the club had suffered from lack of involvement and new member enrollment had dropped 20 percent from the previous year.

TASK: My goal as incoming President was to increase new member enrollment by 10 percent by the upcoming spring semester and keep existing members engaged.

ACTION: To maintain interest and increase enrollment, I knew I needed to identify what we could do better, get ideas for new events and activities, and find out what members enjoyed in the past. To obtain this information, I developed a survey along with the Vice President and had each member complete it. I also randomly selected a few club members to participate in a focus group. This strategy was something I had learned in a marketing class that was found to be successful.

RESULT: After analyzing the data from the focus group and survey, it showed that the members enjoyed high-profile speakers. With the help of our faculty advisor and alumni relations, we were able to bring an alumnus from a top tier marketing company to campus to speak to members and give career advice. Due to the overall success of the event, there was an obvious increased member interest, and we surpassed our goal of a 10 percent new member enrollment for the spring semester.