

Interview technique

Use the below structure to support your mentee to prepare for interviews. Ask them typical [competency based interview](#) questions, and help them structure their answers using the STAR technique.

S SITUATION

Introduce the situation to the employer and set out the context

T TASK

Describe the task you had to complete, including the expectations and challenges it involved

A ACTION

Explain what you did and how you did it

R RESULT

Explain the results of your efforts, inc. what you accomplished, rewards and impact



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SITUATION

Set the scene and provide some context

Describe the scenario you found yourself in. This should be a specific event or situation from a previous job, volunteering position or relevant event, rather than a generalised description of a time in the past. Provide enough detail for the interviewer to understand but keep it concise and focus on what's relevant to your story. One or two sentences will suffice.

For example: "During my work experience placement, there was little focus on social media in the company, and I was given a role to drive up online engagement"

TASK

Explain the challenge you faced or the goal you were working towards.

This is where you explain what your responsibilities in this scenario were and the challenges you had to overcome or the goals you were asked to achieve. This should not include details of what you actually did, which will come in the next part of your answer.

For example: "I was given a target to drive up social media engagement by 20%, and create a company presence on 3 new platforms."



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ACTION

What steps did you take to achieve the goal?

Your answer should focus on what you did personally and not the actions of a team or a group. It's important to focus on specifics, such as who you worked with, what software you used or how you implemented a strategy. These are all details your interviewer will want to know.

For example: "I launched the company on Instagram, Facebook and LinkedIn, and focussed on driving up engagement on Twitter. I did this by engaging in conversations online, using hastags, following relevant people and companies, and sharing eye-catching, relevant and interesting content."

RESULT

What was the positive outcome of your actions

Modesty is usually the best policy, but not in a job interview. This is your chance to dazzle the interviewer with the positive outcomes of your actions. Make it clear how your actions had an effect and use numbers whenever possible to quantify that impact and explain why it mattered.

For example: "This resulted in company's social media follower numbers increasing by 25% over a 2 week period, and click throughs to the company website increasing by 12%. I was praised for my work by the managers and marketing executive."