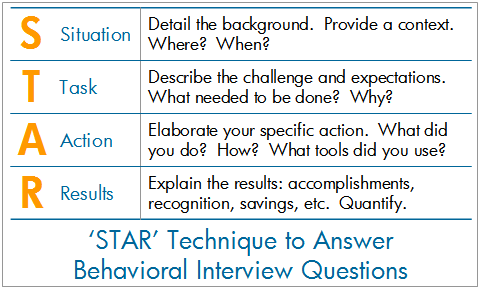


Often not delivering answers to questions with structure, confidence and clarity can really let you down. There’s nothing worse as an employer when the person you’re interviewing waffles on never really answering your questions, there’s no context to what they’re saying and no beginning or end.

Generally interviewers have short attention spans due to the number of questions they have to get through and the different candidates they have to meet, so you need to keep your answers short and concise: create maximum impact in the shortest amount of time.

So how do make this happen?

We use the **STAR** technique to give structure to our answers.



When you use the **STAR** frame work and practice it, your answers come across as well-articulated – the fact you’ve used a structure becomes invisible to the interviewer.

You need to create 2 – 3 examples for the types of questions you will be asked and practice them, this is so your responses will be natural and flow on the day without any difficulty.

Here’s an example of the **STAR** technique in action:

*"Describe a situation when you had to deliver excellent customer service following a complaint"*

**S**ituation:

*"While I was working at ABC company as an Operations Manager a customer called me complaining that they'd waited more than 3 weeks for a reply from our sales team regarding a query on a product they’d purchased”*

**T**ask:

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

**A**ctions:

*"The first thing I did was apologise to the client, I then got her details and passed them to my Sales Manager, who contacted the client within 30minutes. I investigated why the query hadn't been answered. I discovered that it was a combination of an incorrect cell phone number and it was her old email address that she never checked. I called the client back and personally let her know. I also offered her a product voucher as a gesture of goodwill”*

**R**esult:

*"The client not only continued to order from us but posted a positive comment about the outstanding customer service she received on our Facebook page"*