

STAR Technique

One of the main types of interviews being used is the targeted selection interview. Also sometimes referred to as a behavior-based interview, in this type of interview, you will need to provide an in-depth response by drawing upon your background, experience, and knowledge of particular issues. The recommended practice in response to these types of interviews is what is called the S.T.A.R. method. That is:

S= Situation
T=Task Involved
A=Action Taken
R=Results

If your responses to questions detail a pertinent situation, along with the tasks you were involved in, the actions you took, and the results you achieved, you can be sure you will provide sufficiently detailed answers to ensure that you are properly evaluated as a candidate for employment. No matter what kind of interviewing style you encounter your ability to provide appropriately detailed answers to interviewers' questions will give you a substantial advantage over candidates who give more general answers.

Sample interview question:

Describe a recent situation in which you successfully persuaded others of your point of view?

Situation:	In my public speaking class I was called upon to develop a brief impromptu presentation.
Task Involved:	I was asked to convince my peers in the class to agree to come in on a Saturday morning to hear outside speakers during a panel discussion. This was an actual upcoming event being sponsored by the communication department.
Action Taken:	I thought for a few minutes, developed my rationale, took a deep breath, and stood up to speak to the class. I made a strong proposal and supported it with logical reasons, including the networking contacts we could make and the knowledge we would gain about jobs in our field. This was difficult to do since most of us like to sleep on Saturday if we can!
Results:	While I was not able to persuade everyone, roughly half the class came to the panel discussion that Saturday. My instructor said it was the best turnout she had ever had for this event. I believe my arguments had something to do with its success.

Strategies for Successful Interviews

- Review your resume before arriving at the interview site and think about your relevant experiences
- Bring a copy of your resume and a list of references with contact info with you to the interview
- Complete research on the company with which you are interviewing
- Arrive early at the interview site
- Don't be afraid to take some time and think about the question before answering
- Be prepared to address long and short-term goals
- Prepare relevant questions to ask the interviewer; questions that demonstrate your interest in the company, preparedness for the interview, and enthusiasm for the position
- Be honest and genuine when answering questions
- Be prepared to utilize the STAR method for behavioral questions
- Write a thank you letter within 48 hours of the interview
- Ask for a business card from the individual with whom you are interviewing
- Evaluate your interview performance following completion of the interview

Elements of an Ineffective Interview

- Poor personal appearance or hygiene; overuse of cologne/perfume, gaudy jewelry
- Overbearing, overly aggressive, conceited, "superiority complex"; Know-it-all
- Using racist, culturally-insensitive, or sexist statements
- Indecisiveness and lack of focus; inability to express oneself clearly
- Poor voice, diction, grammar
- Lack of planning for career; no purpose and/or goals
- Lack of confidence and poise; fidgety, nervousness, ill-at-ease, not looking the interviewer in the eye
- Failure to relate one's skills/abilities to position or needs of the employer
- Lack of courtesy; ill-mannered
- Lack of enthusiasm; failing to convey interest in company and/or industry
- Limp, fishy handshake
- Lying in the interview
- Negative comments about recent employers, teachers, et cetera
- Wanting the position on a temporary basis only
- Unwillingness to move or relocate
- Late to interview without good reason
- Failing to convey knowledge of company
- Unrealistic salary expectations
- Chewing gum, alcohol or cigarettes on breath