

The STAR technique - How to demonstrate your skills and experience

The STAR technique helps you give clear, confident answers to behavioural interview questions by structuring your story into Situation, Task, Action, and Result. Below is a simple, practical guide with examples you can use

What the STAR method is

- **Situation** — Set the scene with only the essential context.
 - **Task** — Describe what you needed to achieve or the problem you had to solve.
 - **Action** — Explain *exactly* what you did. This is the most important part.
 - **Result** — Share the outcome, ideally with numbers or a clear positive impact.
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- **Why STAR works**
 - It keeps your answers structured and easy to follow
 - It highlights *your* contribution, not the team's
 - It shows evidence of skills like leadership, problem-solving, communication, and resilience

Example 1 - Tell me about a time you handled a difficult customer.

S - Situation

- A customer was upset because their order arrived late during our busiest season

T - Task

- I needed to resolve the issue quickly and restore their confidence in our service

A - Action

- I listened actively, apologised sincerely, checked the order history, and arranged a free express replacement. I also updated our internal tracking notes so the team could prevent similar delays

R - Result

- The customer thanked me, left a positive review, and continued ordering with us. Our team also reduced similar delays by about 20% the following month

Example 2 - Describe a time you worked under pressure

S - Situation

- Our team had to deliver a presentation after a colleague fell ill the day before

T - Task

- I needed to take over their section and ensure the presentation remained cohesive

A - Action

- I reviewed their notes, simplified the key points, rehearsed with the team, and created a short visual summary to keep the flow consistent

R - Result

- The presentation went smoothly, and the client approved the project on the same day

Quick formula you can memorise

S — One sentence of context

T — What needed to happen

A — What *you* did (3–5 sentences)

R — What changed because of you