

## **STAR-METHOD**

### **Success formula for job interviews**

The STAR method is a core tool in behavioral interviews. STAR stands for Situation, Task, Action and Result. The idea behind it: past behavior predicts future performance. Recruiters ask for real-life examples that reflect key challenges of the target role. The four steps guide the story: What was the context (Situation)? What was your goal (Task)? What actions did you take (Action)? And what was the outcome (Result)?

### **STAR requires preparation**

Because we act more unconsciously with growing experience, we need to actively recall past achievements. What does the job require? What have you already done—or tackled in a similar way? Identified examples are turned into structured stories. This preparation takes time, but it pays off twice: it builds self-confidence and improves your presence—not just in interviews, but in any situation where self-marketing matters.