

STAR-METHOD

Recruiters do not want to hear opinions – they want evidence. The STAR method provides the structure for this.

STAR stands for Situation, Task, Action and Result. The idea is simple: those who have handled certain challenges well in the past are likely to manage similar tasks successfully in the future. Recruiters therefore ask for concrete examples that are as close as possible to the role's critical success factors. The four elements help structure a story clearly and coherently: In what context? With what objective? What was done specifically? And what was the outcome?

Because experiences tend to become unconscious over time, targeted preparation is essential. What have you already done that matches the role's requirements – or what comparable situations have you handled? Relevant experiences are presented as stories that clearly demonstrate your approach. This preparation takes effort – but it pays off twice: it strengthens self-confidence and improves impact, not only in interviews but wherever convincing self-marketing is required.

The STAR method is not a trick. It is an invitation to make your experience visible.

Articles on the STAR method (all articles)

- How storytelling works in job interviews
- What makes storytelling so effective? Images!