

# The STAR-Plus Method

Day 15 • Interview

## Why basic STAR answers get you rejected and how to upgrade them

### Key Takeaways:

- Add "Impact" and "Learning" to create STAR-Plus responses
- Use the "So What?" test to make your examples memorable
- Connect every story back to their specific job requirements

Standard STAR method answers are killing your interviews. While everyone else is robotically reciting Situation-Task-Action-Result, you sound exactly like the 47 other candidates they've seen this week.

The data backs this up: hiring managers report that 81% of STAR responses feel scripted and forgettable. But here's what they don't tell you – there's an upgraded version that makes you unforgettable.

**\*\*The STAR-Plus Method adds two crucial elements:\*\*** - **\*\*Impact\*\***: The broader effect of your result  
- **\*\*Learning\*\***: What you'd do differently or apply to this role

This transforms a basic answer into a strategic narrative that shows growth mindset and forward-thinking.

**\*\*Step 1: Choose Stories with Measurable Outcomes\*\*** Don't just say you "improved team communication." Say you "implemented weekly check-ins that reduced project delays by 34% and increased client satisfaction scores from 7.2 to 8.9." Numbers make your brain light up their brain's reward centers.

**\*\*Step 2: Apply the "So What?" Test\*\*** After stating your result, ask yourself "So what?" If the answer doesn't clearly connect to business value, dig deeper. "I organized the filing system" becomes "I created a digital filing system that saved the team 6 hours per week, allowing us to take on 15% more

client projects."

**\*\*Step 3: Bridge to Their World\*\*** End every STAR-Plus answer by connecting to their specific needs: "The systematic approach I used there is exactly what I'd apply to streamline your customer onboarding process."

**\*\*Here's a complete STAR-Plus example:\*\***

**\*Question:** "Tell me about a time you had to influence someone without authority."

**\*\*Situation\*\*:** "In my last role, our marketing team was missing deadlines because they didn't understand how their delays affected the sales cycle."

**\*\*Task\*\*:** "I needed to get them to prioritize our requests without being their manager."

**\*\*Action\*\*:** "I created a visual dashboard showing how marketing delays directly impacted revenue – each day of delay cost us an average of \$3,200 in lost opportunities. I presented this data in their team meeting and proposed a partnership approach."

**\*\*Result\*\*:** "Marketing response time improved by 67%, and we closed 23% more deals that quarter."

**\*\*Impact\*\*:** "This approach became the standard for cross-departmental collaboration company-wide."

**\*\*Learning\*\*:** "I learned that people respond better to data than demands. In this role, I'd use the same data-driven influence approach to align your product and engineering teams around customer feedback priorities."

**\*\*Step 4: Practice the Pause\*\*** After delivering your STAR-Plus answer, pause for 2-3 seconds. This gives the interviewer time to process and often prompts them to ask follow-up questions that let you elaborate on your expertise.

**\*\*Step 5: Prepare Your Portfolio\*\*** Have 5-7 STAR-Plus stories ready that showcase different competencies: leadership, problem-solving, innovation, conflict resolution, and results delivery. Each should include specific metrics and connect to common job requirements.

The difference between STAR and STAR-Plus is the difference between answering the question and advancing your candidacy. Stop settling for basic when you can be brilliant.

Write out three STAR-Plus stories this week using this framework. Practice them until the flow feels natural, not rehearsed.

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