S.T.A.R. Method

SITUATION/TASK
Describe the situation/task you faced and the context of the story
Answers the questions: **where** did this occur, **when** did it happen, **why** is it important?

Examples Probing/Challenge Questions:
- Why is this important? What was the goal?
- What was the initial scope of the project? What were the challenges?
- What were the risks and potential consequences if nothing happened?
- Why did you choose this story to illustrate a xyz accomplishment?
- What other stories can you think of that demonstrate... xyz?
- Could you come up with an example that is more recent?

ACTION
What actions did you take?
Answers the questions: **what** did you personally own, **how** did you do it, **who** else was involved?

Example Probing/Challenge Questions:
- Were you the key driver or project owner?
- What was your biggest contribution? What unique value did you bring?
- What were the most significant obstacles you faced? How did you overcome them?
- What did you do specifically versus the team?
- How did you set priorities…deal with xyz problem… or get manager buy-in?
- What decisions did you challenge? Why? How did you influence the right outcome?

RESULTS
How did you measure success for this project? What results did you achieve?
- **$ Cost savings, revenue generation**
- **# Quantify to understand volume, size, scale**
- **% Percentage change, year over year improvements**
- Time to market, implementation time, time savings
- Impact on the customer, the team
- Quality improvements

Example Probing/Challenge Questions:

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- Why did you choose to focus on these results? What other results were important?
- What would have been your backup plan? What would you have done had that not worked?
- What trade-offs did you have to make to achieve this? (quality, cost, time)
- I'm concerned about… (the time it took, the volume, the customer impact), tell me more…
- What were the lessons learned? What would you have done differently?
- How would you improve the process or result today?
- How would you implement this at Amazon?
- How did these results compare to your actual goals? (Refer back to goal stated in Situation)