

## THE CHALLENGE

*Jamie was nervous before a marketing interview, so they prepared thoroughly. When asked about working under tight deadlines, instead of saying "I'm good under pressure," Jamie used the STAR method: describing a specific internship situation where they had only 5 days instead of 3 weeks, explained their daily planning approach, detailed staying late and seeking feedback at each stage, and shared that they finished a day early—with the client approving without revisions. The interviewer later said this structured, specific response was exactly what separated Jamie from other candidates.*

**How does giving specific, structured responses using real examples change the way interviewers perceive your qualifications?**

### Learning Objectives

- Develop effective strategies for preparing for job interviews.
- Practice responding to common interview questions with the STAR method.
- Understand professional workplace expectations and etiquette.
- Learn techniques for managing interview anxiety and stress.
- Develop strategies for post-interview follow-up and evaluation.

## CORE CONCEPTS

Term	Definition
<b>STAR Method</b>	A structured technique for answering behavioral questions: Situation, Task, Action, and Result.
<b>Behavioral Interview</b>	An interview approach focused on how you handled specific past situations to predict future performance.
<b>Panel Interview</b>	An interview conducted by multiple interviewers at once, often including team members and managers.
<b>Professional Etiquette</b>	Expected behaviors in workplace settings that demonstrate respect and professionalism.
<b>Informational Interview</b>	A meeting to gather information about a career field, not to secure a specific job.

**Background:** Job interviews are a critical step in the hiring process, providing employers an opportunity to assess your qualifications and fit. Likewise, interviews allow you to evaluate whether the position aligns with your career goals. With proper preparation and practice—especially using structured approaches like the STAR method—you can present yourself confidently and professionally.

## APPLY IT

### PART A: STAR METHOD PRACTICE

Read the behavioral interview question below and practice creating a STAR response.

#### Interview Question:

"Tell me about a time when you had to work on a team to accomplish a goal."

#### Your STAR Response

**S** Situation (Describe the context or background):

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**T** Task (Explain your responsibility or role):

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**A** Action (Detail the specific actions you took):

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**R** Result (Share the outcomes, use metrics if possible):

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**Tip:** Include specific details like team size, timeframe, and measurable outcomes. Avoid vague statements like "It went well" or "Everyone was happy."

### PART B: INTERVIEW FORMAT STRATEGIES

For each interview format, identify TWO specific strategies you would use:

1. Virtual Interview (video conference):

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2. Panel Interview (multiple interviewers):

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3. What are two body language behaviors you should AVOID during any interview?

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### PART C: PREPARING QUESTIONS FOR THE INTERVIEWER

Write two thoughtful questions you would ask an interviewer at the end of an interview:

4. Question about the position or team:

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5. Question about the company or growth opportunities:

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### CHECK YOUR UNDERSTANDING

1. What does the "A" in STAR method stand for?

- ☐ A. Attitude
- ☐ B. Action
- ☐ C. Achievement
- ☐ D. Assessment

2. Which of the following is NOT an appropriate question to ask an interviewer?

- ☐ A. "What does a typical day look like in this role?"
- ☐ B. "How much vacation time do I get?"
- ☐ C. "What are the biggest challenges in this position?"
- ☐ D. "What do you enjoy most about working here?"

3. Why is the STAR method more effective than giving general answers to behavioral questions?

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4. What should you include in a thank-you email after an interview? (List 3 elements)

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5. **Reflection:** Think about an interview situation that might make you nervous. What specific strategies from this lesson would you use to manage that anxiety and perform well?

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