

What is The START Method?

The START Method is a technique that helps you craft replies to behavior-based interview questions in a manner that provides the interviewer with a clear answer. Answers structured in this manner resonate with the interviewer who is trained to ask such questions. This is how trained interviewers have been conditioned to listen to interview answers.

START is an acronym for:

- **S/T - SITUATION or TASK**
- **A - ACTION**
- **R - RESULT**
- **T - TAKE AWAY**

The ability to tell a good story helps you to communicate more effectively. This is especially true in an interview setting. When you successfully convey your story in an interview, you are able to effectively communicate your key skills, talents and experiences. In doing so, you are more likely to be perceived as the best candidate for the job.

The key to telling a good story is to have a clear beginning, middle and end. This is true of interview answers as well. A common mistake that candidates make is to ramble and not have a clear flow to their answer. Actually, another common mistake is just the opposite. Some applicants do not offer enough detail for the hiring manager to get a clear picture of their talents and experience.

This is how the START Method will greatly assist you. Answering questions with this method will help you *tell a memorable story* that enables the interviewer to fully grasp your professional capabilities, strengths and experiences. By learning this simple yet powerful technique, you can provide clear answers with just the right amount of detail and provide the interviewer with the information she needs.

The candidate who best paints a picture of success in the interviewer's mind has an advantage over other applicants. It's the ability to tell a mini-story that will make you a more successful interviewer. The START Method helps you do just that.