

# Behavior Based Interview

## Behavior Based Interviewing

### What is it?

An interview style that believes that the best predictor of what an individual will do in the future is what he/she has done in the past. Since past behaviors are a good indicator of future actions, interviewers find this format to have an excellent predictive value. The interviewer does not rely just on intuition but instead asks probing questions concerning the applicant's character, experiences, behaviors, knowledge, skills, and abilities. Behavior based interviewing is designed to obtain the most information about past behavior as it relates to specific job skills.

### Behavioral questions usually begin with such phrases as:

- Describe for me...
- Tell me about...
- Give me an example of...

### How to respond to a behavior based question:

The ideal way to respond to a behavior-based question is by using the *STAR technique* as outlined below:

- **S - Situation: Describe a specific situation that relates to the question.**
- **T - Task: Describe your task. What goals did you have?**
- **A - Action: Describe the action that you took.**
- **R - Result: Describe the positive result or outcome of the situation.**

### Sample STAR story:

- Situation (S): Advertising revenue was falling off for my college newspaper, The Jambar, and a large number of long-term advertisers were not renewing contracts.
- Task (T): My goal was to secure contracts with as many former and new advertisers as possible to generate more advertising revenue.
- Action (A): I designed a new promotional packet to go with the rating sheet and compared the benefits of the Jambar circulation with other advertising medium in the area. I also arranged for a Williamson College of Business Administration professor to conduct a special training session about selling strategies for the newspaper's account executives.
- Result (R): We signed contracts with eight former advertisers for daily ads and five for special supplement ads. Also, the paper increased the number of new advertisers by 20 percent over the same period last year.

### Other Strategies:

- Evaluate your own background to identify your skills and experience related to the job objective. Develop and rehearse brief scenarios about how you used those skills, each illustrating a specific

