

The STAR Principle

The **STAR** principle is an excellent guide for structuring a rounded example/piece of evidence. It's an acronym and corresponds to:

- Situation** – what was the situation, the setting?
- Task** – what was to be achieved, what was the goal?
- Action** – what did you do?
- Result** – what was the outcome, the result?

Here is an example, taken from <http://www.ato.gov.au/careers>

A poor statement example:

'I am an excellent leader and build high-performance teams'.

An improved statement is:

'On taking up the position of National Sales Manager, I set up a team of 10 sales people based in three areas. By focusing on communication, motivation and goal-setting, we exceeded demanding sales targets in each of the four years that I held this position.'

By reviewing this statement you can clearly see how the STAR principle has been applied:

- Situation:** taking up the position of National Sales Manager
- Task:** set up a team of 10 sales people based in three areas
- Action:** focusing on communication, motivation and goal-setting
- Result:** exceeded demanding sales targets in each of the four years that I held this position.

While answers may not adhere to this format explicitly, evidence which shows appreciation of these four areas will be stronger and more balanced.