

STAR Stories

Now it's time to clean up all those SUCCESS STORIES (proudest accomplishments). These STAR stories are your "greatest hits." By now, you know them and remember them. Not it's time to tell them to everyone else. The thing is, NOBODY wants your 3-minute edition of how you saved a client or rescued a dying product or won a top award for quality. They want the 10-20 second edition. There is no way to deliver the sound-bite edition in the heat of the moment (during a job interview). So, you need to work on this now. BONUS: These stories won't make you a stand-out in your next job interview. They will actually GET YOU that job interview!

Your STAR stories will become ...

1. The sizzle at the **top of your resume**
2. The "wow" factor at the **top of your LinkedIn profile**
3. The sizzle in your **personal introduction** (*"Tell me about yourself"*)
4. The reason **people will remember you**
5. The reason **recruiters will reach out to you**
6. The thing that puts you **first in line for an interview**
7. The thing that helps you **interview with confidence**
8. The thing that makes you **#1 candidate**

The best & easiest way to stand out in a crowded field is to USE **STATISTICS, METRICS, PERCENTAGES & NUMBERS** whenever possible.

You will get more interviews, get more job offers AND get a bigger monetary offer. Dig deep to find that information in your previous performance reviews, by talking to other co-workers and/or crunching the numbers based on what you remember. You can use industry standards as well to compare against your performance. Note: Be careful not to share your current or former employers' confidential / proprietary information.

Here are some examples:

BOB – Entry level administration.

- SITUATION: A critical manager's report was taking me 32 hours to build.
- TASK: I decided to try and fix this.
- ACTION: I automated the process
- RESULT: I cut a 32-hour process down to 3 hours and saved the company \$1,160 staff dollars per month.

BONNIE – Sales person

- SITUATION: Sales were down all over the company because stock market had just crashed
- TASK: It was my job to find new clients
- ACTION: Instead, I found new channel partners, who could lead me to new clients. It worked!
- RESULT: Increased sales by 23% in 5 months by bringing in 2 new channel partners.

Here are some more examples:

VINAI – Production Manager

- SITUATION: New employee turnover was very high
- TASK: Reduce turnover
- ACTION: Built a new 1-week employee training program
- RESULT: Reduced turnover by 18% in 6 months and saved company \$2.2M in turnover costs

TIM – Office manager

- SITUATION: Managers were using all their favorite vendors, and there was no oversight or system for negotiating contracts or taking advantage of volume discounts.
- TASK: I suggested a vendor selection process. My boss said “Do it.”
- ACTION: I created a database of approved vendors, and offered to help all managers negotiate contracts.
- RESULT: I reduced vendor costs by \$23,000 in just 3 months.



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The goal is to be able to tell these stories in 10 seconds or less. Here’s how:

Take your list of proudest achievements and turn them into STAR stories. Keep them SHORT, CLEAR & TO THE POINT. 1 sentence per section, if you can.

Story #1: _____

- **TASK:** What task did someone ask you to do ... or did you decide to do?

- **ACTION:** What action did you take (not the team ... what did *you* personally do?)

- **RESULT:** What was the business benefit of your action? _____

- **SITUATION:** What was the business situation / challenge? _____



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Story #2: _____

- **SITUATION:** _____

- **TASK:** _____

- **ACTION:** _____

- **RESULT:** _____

Story #3: _____

- **SITUATION:** _____

- **TASK:** _____

- **ACTION:** _____

- **RESULT:** _____



STAR Stories

Story #4: _____

- **SITUATION:** _____

- **TASK:** _____

- **ACTION:** _____

- **RESULT:** _____

Story #5: _____

- **SITUATION:** _____

- **TASK:** _____

- **ACTION:** _____

- **RESULT:** _____
