How to Tell A Leadership STAR Story

# Leadership Characteristics

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| **Characteristic** | **Definition** | **Example** |
| Visionary / Strategic Thinker | Sees strategic goal and creates a path |  |
| Initiator | Recognizes opportunities before things are a problem |  |
| Team Builder | Identifies the needs of a team, matches each member’s skills with assignments, and empowers each member to influence the outcome |  |
| Motivator | Gains buy-in from team members |  |
| Producer | Delivers positive outcomes |  |

# The STAR Model

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| **Section** | **Example** |
| Situation(30 seconds) | The situation began when… |
| Task(15 seconds) | So my task was…[use question prompt] |
| Action(90 seconds) | First, I looked at the situation to identify the issues and options.Second, I organized and analyzed the data. I determined that…Third, I shared my plan with…Fourth, once I collaborated and got buy in, I… |
| Result(15 seconds) | As a result of my [use question prompt], we… |

# Critique this Leadership STAR Story

* During my third year of college, I was elected Vice President for Professional Programs for my student association. The duties of the position included securing speakers for our meetings, advertising the programs to the campus community, introducing speakers, and evaluating each program.
* Previous attendance at meetings had decreased substantially due to a decrease in the overall student population. The goal was to implement programs to address the professional development of our association and increase attendance by 25% compared to the prior year's figures.
* I assembled a team to help with the program design and speaker selection. I developed a survey to determine the members' professional interests and ideas for possible speakers and topics. My team and I had each member complete the survey. Then we randomly selected members for a focus group interview. I had learned about this research technique in my marketing class and thought it would help us identify why attendance had dropped.
* Because of the information we gathered from the surveys and interviews, we selected speakers for the entire year, produced a brochure describing each program and the featured speaker. Under my leadership, attendance increased 150% over the previous year.

# Revised Leadership STAR Story

* The situation began when I was elected Vice President for Professional Programs for my student association. My campaign centered around improving attendance at professional events: I committed to increase attendance by 25% compared to last year’s annual attendance of 100 students.
* So my task was to determine how to lead my team to improve event attendance.
* First, I analyzed the situation to identify the issues and options. To do so, I gathered information about event attendance over the past few years.
* Second, I organized and analyzed the data. I concluded that event attendance had decreased because the student population had decreased. This meant that we would have to make our events more appealing in order to improve attendance. I knew I needed a team to help with the program design and speaker selection so I selected team members that had the ideal mix of skills to complete these tasks.
* Third, I shared my plan with the team. I empowered my teammates to design and distribute a survey to determine the members' professional interests. Using the information we gathered, I moderated a great team discussion and we came to consensus on the speakers for the entire year.
* Fourth, once I collaborated and gained buy-in, I lead to team to plan and execute these events.
* As a result of leading the team, we increased attendance by 50% over last year’s annual attendance of 100 students.