

STAR, CAR, SOAR

What does it all mean????

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STAR is Situation, Tasks,
Actions, Results



SOAR is Situation, Obstacles,
Actions, Results



CAR is Challenge, Action,
Result



CAR Stories

*shorter acronym
easier to remember
same general idea*

- What was the challenge?
- What were the actions you took?
- What were the results?

What is this CAR story?

- It's a story about something you did at work or as a volunteer.
- It demonstrates how you did more than what was expected or was on a job description.
- It is how you made a difference in a situation.
- It's the answer to an interview question.

Tell me about a time when you.....

- It's a story that has a beginning, middle and an end.



CHALLENGE

- Describe a situation or a task that you needed to accomplish and where there were some difficulties to overcome.
- Describe a **specific** event or situation.
- Give enough detail for the interviewer to understand.

ACTION

- Describe the action you took and keep the focus on YOU.
- Even if you were part of a group, describe what YOU did.
- Tell what you DID, not what you would do.

RESULT

- What happened?
- How did the event or situation end?
- What did you accomplish or learn?



AND MOST OF ALL WITH THE RESULT.....

QUANTIFY, QUANTIFY, QUANTIFY

As you write your accomplishments be sure to include what you improved, saved, enhanced:

\$\$\$

%

time

resources, etc.



Why do you need to develop these **CAR, STAR or SOAR** stories?

It is how you sell yourself!

- Illustrates how you are different from other candidates.
- Explains how you can add value to an organization.
- Demonstrates what you have done in the past.

It is why they should hire you!!!



What are the benefits of a CAR story?

- It provides more information to your answer.
- It is memorable to the hiring manager.
- Remembers a story, not facts
- Remembers accomplishments and that there were numbers to back them up.
- Incorporates key words and repeats your competencies.
- Significant differentiator between you and other candidates.





- Helps you to be remembered.
- Prevents long pause because you don't have an answer.
- Keeps you articulate and on topic.
- Keeps you from going down the rabbit hole.
- Helps them follow your answer.

SIDE BAR.....

GREAT IDEA MOVING FORWARD

- Keep a master accomplishment list throughout your career
- Every time you complete a project, detail it on your master accomplishment list
- List company, date, challenge, actions and result (quantify, quantify, quantify)
- When preparing resume, use the most appropriate for the job



Where do your accomplishments come from?

- Performance Reviews
- Recommendations
- Job Descriptions
- Assessments, such as StrengthsFinder 2.0
- Volunteer experiences

Where else?



USE ACTION VERBS TO BUILD YOUR ACCOMPLISHMENT STATEMENTS...such as...

Achieved

Composed

Created

Developed

Established

Guided

Managed

Organized

Recommended

Started

Updated

Adapted

Convinced

Decreased

Eliminated

Executed

Improved

Mentored

Processed

Revised

Tracked

Verified

Balanced

Coordinated

Designed

Ensured

Facilitated

Launched

Operated

Redesigned

Set-up

Trained

Won

To make your accomplishment statement even more powerful...

- Start with result you achieved
- Incorporate challenge and actions you took to achieve the results
- **Example:** Saved \$5,000 within six months through updates to procedures



QUESTIONS TO ASK YOURSELF...

- Have I improved or designed a new process or procedure?
- Have I saved the company any money?
- Have I shortened the time required to complete a project?
- Have I exceeded the goals?
- Have I been recognized for outstanding performance?
- Have I shown initiative?



SMART CAR STORY

C: Challenge	S: Situation	At XYZ Company, my role was XYZ. I was faced with XYZ situation/challenge.
	M: Metrics	I was asked to improve/change by XYZ metrics.
A: Action	A: Action	The actions I took were: 1. 2. 3.
R: Results	R: Results	The result was that we XYZ by XYZ metrics.
	T: Tie-In	Link the result back to the employer's competency question or interviewer's needs.

EXAMPLE.....

C: Challenge	S: Situation	A few years back, while HR Generalist at Johnson Controls, an internal client of mine, VP of Finance, determined that his organization was lacking important leadership skills.
	M: Metrics	The challenge was we didn't have a budget or training team to rely on to develop leadership training, so we decided to create our own leadership program.
A: Action	A: Action	<ul style="list-style-type: none"> • Together we collaborated on a 10-month leadership development program. • I planned, communicated all the logistics and managed 12 sessions held every three weeks • I presented two modules: Leadership Effectiveness Model and Courageous Conversations. • A requirement was to engage learners through role playing and small group exercises which proved to be tremendously effective.
R: Results	R: Results	The program was a success and cost us less than \$250 for a few materials and recognition certificates. The VP attributed the success of this program as a key reason leadership effectiveness and employee engagement scores on the employee survey increased six percentage points each in one year. Additionally, the managers/participants said it was a good use of their time and were able to put their learning into action.
	T: Tie-In	Most importantly, we developed a sustainable model: the program was replicated for different departments over four years.

Let's Practice!

Write an
accomplishment
statement
using the
SMART CAR
story method.



That accomplishment statement becomes...

- A bullet point on your resume
- A story to tell during an interview in response to a behavioral interview question (tell me about a time when...)
- Your sales pitch on why they should hire YOU!!!!

How many should you develop??

- At least one per year of employment if possible
- Have a total of at least 10 to 15 CAR stories.



TIPS

- Write the CAR stories out; share them verbally with someone so they can critique you.
- Do not bury your story in unneeded details.
- The story should be no more than 1 ½ minutes max.
- Practice each one 30 times so they roll off of your tongue. DO NOT memorize....keep it natural.
- Have 10 to 15 CAR stories in your arsenal.

QUESTIONS?

Thank you!!!

