Tell Professional Stories

Improve your Cover Letters, Interviews & Networking Conversations!

What is one story from your college experience that you are proud of?
Ideas for stories:
1. A project in class that is related to your career interests.
2. A time that you achieved impressive results at an internship or part-time job.
3. An event that you coordinated as part of a student club.
4. A successful fundraising effort you organized as a volunteer in the community.

How do you tell good stories? Use the STAR Method:

Situation: Set the stage.

When did this happen?
Where were you working or volunteering?
Who were you working with?
What was your role?

Task: Define the challenge.

What was the specific assignment?
What was the challenge you faced?
What were the obstacles you had to overcome?

Action: What did YOU do? Be specific.

Step 1- How did you plan your actions?
Step 2- First action taken:
Step 3- Second action taken:
Step 4- Third action taken:

Results: What did you accomplish?

What happened?
Did you win? Was the problem resolved?
What did you learn?
What skills does this story showcase?
How does this prepare you for your next job?

Tip: Be specific as possible and focus on results. The results are what truly demonstrate your skills!
Tip: Quantify your results! Did you increase/decrease/save/profit/improve money, percentage or time?

Example of a STAR Story
Situation: During my internship last summer, I was responsible for managing various events.
Task: I noticed that attendance at these events had dropped by 30% over the past 3 years and wanted to do something to improve these numbers.
Action: I designed a new promotional packet to go out to the local community businesses. I also included a rating sheet to collect feedback on our events and organized internal round table discussions to raise awareness of the issue with our employees.
Result: We utilized some of the wonderful ideas we received from the community, made our internal systems more efficient and visible and raised attendance by 18% the first year.