



SOAR Technique for Job Interviews

The SOAR technique is a story-telling or narrative approach to answering questions in a job interview. When using SOAR stories, you don't just *tell* an employer "I'm a good manager" or "I'm resilient," you *demonstrate* it. Used correctly, this approach can elevate a job candidate from delivering a "standard" response to a "remember me" response. Get comfortable with the 3 "C's" of interviewing: Competence. Compatibility. Chemistry.

The Three Cs of a Job Interview - The Employer's Perspective

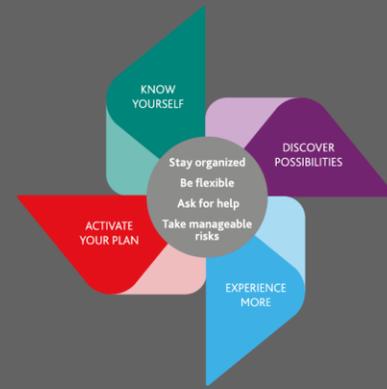
The unspoken questions that need to be answered in every job interview:

Competence: Do you have the skills, experience and knowledge to do the job, and do it well?

Compatibility: Do you fit with the company culture, especially if it is significantly different from where you have worked before?

Chemistry: Personality goes a long way in the job interview. Are you someone the employer would like to work with? Employers want to be convinced that their team will enjoy spending a large portion of their day with you.





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The SOAR framework:

To address the questions above and other common interview questions, stories or narratives are the best way to convey your response. The SOAR framework offers a way to show your experience in a genuine and real way to the interviewer.

<p>Situation: Highlight pain points that resonate with employers, such as situations that had resulted in wasted effort or time, lost money or missed opportunities and where you resolved the issue. Briefly set the scene for the next three parts, which are more critical from the interviewer’s perspective.</p>	<p>Example: “I was in charge of the evening crew at a high volume fast food restaurant.”</p>
<p>Obstacle(s): How have you helped your employer overcome a big obstacle, like an economic downturn, a small budget or an aggressive deadline? This makes for a more impressive story.</p>	<p>“Staff changes were ongoing as our employee base was comprised mostly of students from a local university. Training was difficult to accomplish when working around student schedules and store volume. Customer complaints were high and employee satisfaction was affected”.</p>
<p>Actions: Provide enough detail, without getting too granular. You can always give more information later if the interviewer requests it. Balance out having enough information for the interviewer to visualize you in the situation without getting caught in sharing too many details. Ask a Career Consultant for help with this if you are unsure how to determine what is too much or too little information.</p>	<p>“I evaluated staffing requirements based on past experiences. I sought out experienced employees to help with training. Each employee was assigned an area of specialization and tasked with a group of new employees. New employees were grouped together in teams to provide support to one another, and I established a quick 15-minute meeting at the beginning of each shift to update everyone before they went on shift”.</p>
<p>Results: This is the most impressive part for employers, so be specific and quantify your impact if possible (numbers/percentages). If you do not have numbers, use words like significantly, substantially or dramatically. Indicate something memorable about your accomplishments (e.g. award, press release, etc.) that particularly impressed your manager or supervisor.</p>	<p>“Customer complaints were reduced by 12%, employee satisfaction increased and that impacted positively on employee retention”.</p>

Adapted from: <https://www.forbes.com/sites/nextavenue/2017/05/02/the-no-1-way-to-nail-a-job-interview/#29cacf935c29>