

Learn to **SOAR** with your career

Behavioral Interview Techniques

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Agenda

- Who am I
- 4 Phases of Getting a Job
- Behavioral Interviewing
- SOAR Technique
- Types of Behavioral Questions
- Practice

Who am I



UW Madison – BBA: Marketing, Operations, Supply Chain



Target Corporation – Senior Marketing Analyst, Consumer Insights
Dale Carnegie Coach



UW Madison – MBA: Brand and Product Management
Interview Team



Nestlé – Marketing Associate, Confections and Snacks



Marathons and Triathlons

4 Phases of Getting a Job

Phase

TRAINING MODULE

Get the Interview



Resume
Cover Letter
Job Fair

Prepare for the Interview



Behavioral Stories (SOAR)
Case Based Questions

Deliver the Interview



Mock Interviews

Be a Rock Star Intern



Do's and Dont's at your Job

Behavioral Interviewing

- Past Behavior predicts Future Behavior
- Used to understand your approach to different situations
 - HR doesn't need to know technical details
- Companies are looking for transferable skills
- Topics:
 - Leadership
 - Analytics
 - Creativity
 - Conflict Resolution
- Use SOAR technique to answer

- Note: Different from Case Based Questions
 - Used to evaluate technical, job specific skills
 - Ex: Product is in a flat/declining market. What data would you want to see and what actions would you take?

SOAR Technique to answer Behavioral Interview Questions

Situation

What was the high level business problem?

30%

Objective

What was your specific objective/task?

Action

What specific actions did you take to meet your objective?

Use Key Words (1st, 2nd)

60%

Result

What was the result of your actions?
Should directly tie back to Objective stmt

10%

Answer should be a total of 2-3 minutes long

SOAR Example

Question: Tell me about a time you had to lead a team to achieve a difficult task.

Situation

At Target, my team provided consumer behavioral insights. I was on a team of 5 who supported over 300 merchants who needed this information.

Objective

My task was to increase the # of reports to our internal reporting tool to allow merchants direct access to this information.

Action

1. Prioritized reports based on frequency and potential value
2. Piloted reports with merchants to ensure value
3. Worked with key players from technical and analytical teams
4. Set expectations & clearly communicated business needs by outlining technical requirements and drafting report templates
5. Created timelines and milestones for each group. Status mtgs

Result

- 350% increase in merchants using this data in their decisions
- Went from 2-10 available reports
- Allowed our team to focus on more strategic projects

Types of Behavioral Questions

- Leadership
- Analytical (too much/little data)
- Creative (ambiguity, solution didn't exist)
- Drive for Results
- Initiative
- Prioritization
- Difficult Co-Worker
- Biggest Risk, What did you learn

- Biggest Strength, Biggest Weakness
- Why this company, this city, this position

Practice

- Write out SOAR story for a leadership, analytical, or creative situation.
- Present to your partner.
 - Your partner should be able to identify and write out SOAR