



Creating an Interview Story Bank

How can you prepare in advance for every possible question you might be asked? You can't!

However, you CAN prepare a STORY BANK from which to draw examples for your interview answers.

Creating a Story Bank:

Develop a collection of WHO stories (**What** you did, **How** you did it, and the **Outcome** you achieved) and draft them using Word or an Excel spreadsheet to have a number of examples ready to go for a variety of different interviews. Aim to have stories that highlight these common themes:

Communication

Teamwork

Leadership

Decision Making

Creative / Development

Analysis / Problem Solving

In general, creating 7 – 10 stories will give you enough examples to pull from to answer interview questions with confidence.

Story Bank Examples—WHO stories to match common skills:

Follow the WHO Method: What did you do? How did you do it? Outcome?

Skill	What do I have to offer?	What	How	Outcome
Communication	Public speaking experience through the International Business and Economics Club.	As a member of the International Business and Economics Club at the Lundquist College of Business, I help to lead club meetings.	I create and make club announcements about upcoming events, and I have filled in for the Club President a few times, leading meetings and introducing speakers. Practice has helped me to develop my skills.	Managing to get and hold the attention of the group has helped our meetings run more smoothly and contributed to the club members' confidence in leadership.
Teamwork	I have been a strong team member for many class-assigned group projects.	In my Leadership and Communication class, I was part of a 4-member team that analyzed sales data for an assigned company and developed recommendations to expand market share.	In my group, I took on the role of coordinator, reaching out to each team member and working to develop a plan to divide tasks. I checked in with each person to be sure we were all on track.	Reaching out to each team member helped maintain motivation among the group and kept us all on track. We completed our project on time.

Note: Your stories give you examples—these examples can be used to answer a variety of questions. Just don't use the same example more than once in an interview!