



## BEHAVIOUR DESCRIPTIVE INTERVIEWING

**Behaviour Descriptive Interviewing (BDI)** is based on the premise that the best predictor of future behaviour is past behaviour.

Interview questions are designed to illicit responses from candidates that demonstrate their ability to successfully perform the competencies required in the job. To prepare for BDI interviews, you should study the position posting and identify which specific skills or competencies are desired by the organization. Then reflect on times when you have successfully demonstrated those skills. Think of a specific story that showcases your ability to perform that competency.

To formulate an easy to understand example for the interviewer, use the **SOAR principle**. Remember you are telling a story. Outline the **Situation and Opportunity/Obstacle** (in 30 seconds or less), then identify the **Actions** you took to resolve or improve the situation. Spend the bulk of your time highlighting the specific skills or techniques you used to address the issue (one minute). This section of your story will illustrate the depth of your experience. Use strong action verbs (analyzed, initiated, compiled, developed, organized, managed) to showcase how you addressed the situation. Finally, don't forget to communicate the **Results** of your actions (30 seconds or less). This will add punch to your story by showing the value of your actions to both yourself and the organization for which you worked.

**SOAR Example – Tell me about a time when you creatively solved a problem.**

**Situation:** I was working at a small community newspaper as a reporter and manager.

**Obstacle:** Advertising revenue was falling off for our newspaper and large numbers of long-term advertisers were not renewing contracts.

**Action:** I designed a new promotional packet to go with the rate sheet and compared the benefits of our circulation with other ad media in the area. I also set up a special training session for the account executives with an Asper School of Business Marketing professor who discussed competitive selling strategies.

**Result:** We signed contracts with 15 former advertisers for daily ads and five for special supplements. We increased our new advertisers by 20 percent (quantities are always good) over the same period last year.



**Example Question:** Tell me about a time when you had to take a stand on an unpopular position or issue.

**Situation** \_\_\_\_\_

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**Obstacle/Opportunity** \_\_\_\_\_

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**Action** \_\_\_\_\_

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**Results** \_\_\_\_\_

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