

## Developing Results-Based Statements for your Resume

Employers typically predict future success through past performance. So it is critical to transform your resume from a passive “job description” to an active “performance document.” This will require you to develop “results-based” statements to provide an employer with evidence (accomplishments and achievements) of your performance.

Accomplishments and achievements can usually be classified into quantitative and qualitative terms.

- **Quantitative** – This includes numbers, dollars and percentages. These show accomplishment and achievement, as well as breadth and scope of responsibility.
- **Qualitative** – This includes promotions, honors, awards, recognitions, acknowledgements, commendations and selections.

### From Job Description to Performance Document

To transform your resume from a passive job description to an active performance document, consider the following:

**Job Description**

**Performance Summary**

I did this \_\_\_\_\_

**and**

the outcome was \_\_\_\_\_

I did this \_\_\_\_\_

**and**

it resulted in \_\_\_\_\_

I did this \_\_\_\_\_

**and**

the difference it made was \_\_\_\_\_

I did this \_\_\_\_\_

**and**

the value it brought was \_\_\_\_\_

### Questions To Consider In Developing Strong “Results-Based” Statements

Below you will find some questions and statements designed to help you brainstorm and document your performance. The source of these questions and statements is a career planning website called Quintessential Careers ([www.quintcareers.com](http://www.quintcareers.com)). Some of the questions and statements have been edited, to make them more relevant.

This is not a comprehensive list, but it's one designed to get you started. So for each job you've held (from entry level to senior level), consider the following:

- What special things did you do to set yourself apart from others? How did you do the job better than anyone else did, or than anyone else could have done? What evidence would you give to back that up?
  - **Sample Statement – New Professional** – “Ranked first out of five company interns for the 2012-2013 school year, based on performance indicators in annual performance reviews.”
  - **Sample Statement – Experienced Professional** – “Exceeded annual sales goals by 33%+ for five consecutive years; recognized as the highest performing sales professional during that time period.”
- What did you do to make this job your own? How did you take the initiative? How did you go above and beyond what was asked of you in your job description?
  - **Sample Statement – New Professional** – “Helped meet pressing production deadlines within the advertising department; worked over 30 hours in voluntary overtime to meet deadlines.”
  - **Sample Statement – Experienced Professional** – “Initiated the development of a ‘Human Resources Hiring Guide’ which helped reduce employee turnover by 21% over the past three years.”
- What special things did you do to impress your boss so that you might be promoted? Were you promoted? Rapid and/or frequent promotions can be especially noteworthy.
  - **Sample Statement – New Professional** – “Promoted from Financial Analyst to Lead Financial Analyst as a result of a record of outstanding performance and consistent team leadership.”
  - **Sample Statement – Experienced Professional** – “Elevated to Director of Marketing, after two years on-the-job, based on demonstrated industry expertise and strong leadership potential.
- How has the organization benefited from your performance? How did you/will you leave this employer better off than before you worked there?
  - **Sample Statement – New Professional** – “Introduced a more efficient system of conducting monthly inventories, decreasing required time from five hours to two hours per month.”
  - **Sample Statement – Experienced Professional** – “Increased customer satisfaction ratings from three to eight, with 10 being the highest, through a formal ‘customer service training program’ for staff.”

- Did you win any awards, such as Employee of the Month or Sales Professional of the Year?
  - **Sample Statement – New Professional** – “Chosen as sales associate of the month for achieving the highest percentage of sales over company-established goals.”
  - **Sample Statement – Experienced Professional** – “Selected by senior management for a special recognition award based on outstanding service reflecting the mission of ABC Corporation.”
- What are you most proud of in this job, in terms of what you achieved?
  - **Sample Statement – New Professional** – “Played a key role in helping to raise over \$30,000 for cancer research; exceeded the fundraising goal by \$10,000+.”
  - **Sample Statement – Experienced Professional** – “Recognized by my manager, in annual performance reviews, for instilling a sense of dedication, commitment and pride within my department.”
- Were you formally evaluated in this job (e.g. performance reviews). If so, note any glowing or even complimentary quotes from your reviews. Did you consistently receive high ratings?
  - **Sample Statement – New Professional** – “Exceeded expectations in seven out of eight categories in my initial performance evaluation; met expectations in the eighth category.”
  - **Sample Statement – Experienced Professional** – “Recognized by my supervisor for a record of continuous professional development leading to outstanding performance in staff supervision.”
- Have you received any complimentary memos or letters from employers or customers? Provide quotes from these letters that support your accomplishments.
  - **Sample Statement – New Professional** – “Acknowledged by my internship supervisor for exhibiting a strong work ethic in completing the marketing research project.”
  - **Sample Statement – Experienced Professional** – “Commended by the CEO of the company for professionalism and ‘poise under pressure’ during a recent departmental reorganization.”
- What tangible evidence do you have of accomplishments -- publications you've produced, products you've developed, sales you've generated, etc.?
  - **Sample Statement – New Professional** – “Exceeded store sales goals 100% of the time, during my first year of employment, through a sharp focus on quality customer service.”
  - **Sample Statement – Experienced Professional** – “Increased profits by 32% over the past two years through an expansion in new product development.”

- How did you contribute to this employer's profitability, such as through sales increase percentages, fundraising efforts, grants written, etc.? In other words, how have you helped your employer to make money in some way?
  - **Sample Statement – New Professional** – “Collaborated with other team members in writing and obtaining a \$10,000 grant to establish a recycling program within the company.”
  - **Sample Statement – Experienced Professional** – “Generated \$500,000+ in new revenue, over the past six months, through identifying and securing new customers in the area of nanotechnology.”
- How did you contribute to operational efficiency in this job, such as through cost reduction percentages? How did you help this employer or a part of the organization to save money, save time, or make work easier?
  - **Sample Statement – New Professional** – “Completed the budget analysis report one week ahead of schedule, saving time and money; commended by the Budget Manager for quality and timely work.”
  - **Sample Statement – Experienced Professional** – “Increased operational efficiency by 37%, over the past year, through implementing a plan to cross-train departmental employees.”
- How did you contribute to productivity, such as through leading a team or being a member of a team that was successful in completing an important project?
  - **Sample Statement – New Professional** – “Developed, as part of a team, a new social media marketing plan designed to increase the customer base by 26% over the next two years.”
  - **Sample Statement – Experienced Professional** – “Led an 18 member team in a large and complex audit of a Fortune 500 company; recommended significant system and procedural improvements.”
- How did you build relationships or image with internal and/or external clients? How did you attract new customers or retain existing ones?
  - **Sample Statement – New Professional** – “Attained the highest rating in customer satisfaction through a company-sponsored customer review and feedback program.”
  - **Sample Statement – Experienced Professional** – “Improved employee morale, as noted in organizational culture surveys, through the implementation of an employee recognition program.”

- What is the organization's mission statement? How did you help the organization fulfill its mission statement?
  - **Sample Statement – New Professional** – “Commended for exceeding customer expectations in all facets of customer service, consistent with the goals and mission of the organization.”
  - **Sample Statement – Experienced Professional** – “Recognized for consistently exhibiting the company's values of honesty and integrity in managing the investment portfolios of clients.”
  
- How did you solve one or more specific problems in this job? What were the problems or challenges that you or the organization faced? What did you do to overcome the problems? What were the results of your efforts?
  - **Sample Statement – New Professional** – “Converted manual records to computerized records, significantly reducing the time needed to complete the annual inventory.”
  - **Sample Statement – Experienced Professional** – “Reduced customer dissatisfaction by transitioning from an automated phone response system to a ‘real person – real time’ response system.”
  
- Were you selected or chosen for special projects, a team, or a committee based on some skill or expertise that you possess?
  - **Sample Statement – New Professional** – “Chosen, based on demonstrated performance, to work directly with the Finance Officer to help analyze company expenses over the past year.”
  - **Sample Statement – Experienced Professional** – “Selected, due to a proven track record, to lead the recruitment and hiring of 40 professional staff for the company's newest satellite location.”
  
- If you had to “ghost-write” a letter of recommendation about you from your boss, what would he/she say about you? Be specific.
  - **Sample Statement – New Professional** – “Recognized by my supervisor for outstanding performance in a fast-paced, high-stress work environment.”
  - **Sample Statement – Experienced Professional** – “Acknowledged by the Senior Vice-President for Public Relations for successfully handling media inquiries regarding a highly-publicized audit.”
  
- Overall, what difference did you make? What did you contribute? What value did you bring to the organization? State these in specific and concrete quantitative and qualitative terms.

## Considerations for Those with Minimal Paid Work Experience

For those with minimal paid work experience, you still have ways of developing results-based statements for your resume. You have the opportunity to show how well you performed in the few jobs you may have held, as well as those areas of experience outside of paid work.

So, focus on relevant accomplishments from the following areas:

- Internships
- Summer Jobs
- Work Study Positions on Campus
- Entrepreneurial/Self-Employment Ventures
- Temporary Work
- School Clubs/Activities/Fraternities/Sororities
- Sport Teams
- Community Service Experiences
- Classroom Experiences – Including Assignments, Research Papers, Individual/Group Projects, Laboratory Experiences, Simulations, Study Abroad Programs, and more.
- Certification Courses

Looking at these and other possibilities, brainstorm responses to the questions below. Be sure to list the context for each accomplishment. You can list multiple accomplishments from multiple sources.

- What technical accomplishments have you had? For example, did you write a software program or design a Web page?
- What competitions did you excel in? Did you achieve first/second place? Out of how many participants?
- What superlatives can you list, such as the highest grade/the best test score/the strongest essay?
- What creative accomplishments have you had? Was any of your poetry, plays, stories, articles, music, or art published, performed, or exhibited?
- What leadership positions have you held that demonstrate important skills that relate to the type of position you seek?
- Did members of your group choose or elect you to a certain position based on special skills you possess? Did a supervisor or professor hand-pick you for additional responsibilities or special project(s)? Also list situations in which you chose to take on additional responsibilities.
- What kinds of things have your friends and classmates always asked you for help and advice about? What are your areas of expertise?

- What community service projects did you undertake and what were the results of your efforts? Hint: For group efforts, phrase your accomplishments like this: "Participated in a team effort that raised funds for charity; the amount raised broke a school record."
- What ideas have you come up with to improve the organizations with which you've been involved?
- List situations in which you've handled money or budgets. How have you raised, collected, or managed funds? Note the dollar amounts (quantify).
- List situations in which you have trained, taught, or oriented organization members. Have you spoken in public or written for an audience?
- Have you recruited new members to any organizations? If so, how many? What strategies did you use to accomplish this?
- List situations in which you were required to deal with the public. Describe any situations in which you responded to complaints or smoothed ruffled feathers.
- How have you demonstrated teamwork (through class projects, clubs/organizations, sport teams, or other groups)?
- List situations in which you were required to juggle many projects simultaneously under deadline pressure. Describe how you were able to do this successfully.

### Other Sample Statements – Weak vs. Strong

Below you will find several examples of “job description” statements (weak) and “results-based” statements (strong) to help you understand the difference they make, in terms of impact.

#### **Example 1**

**Weak:** Sold apparel in a woman’s clothing store.

**Strong:** Exceeded company sales goals by more than 25% for three consecutive years.

#### **Example 2**

**Weak:** Provided service to customers in a pleasant manner.

**Strong:** Commended by customers, in formal customer satisfaction surveys, for courteous, helpful and responsive service; achieved a 98% customer satisfaction rating.

#### **Example 3**

**Weak:** Raised money for Relay for Life as part of a community service project.

**Strong:** Generated, as part of a team, over \$15,000 for Relay for Life through the organization of large-scale fundraising events during the 2012-2013 school year.

#### **Example 4**

**Weak:** Answered phones and directed calls to the appropriate person.

**Strong:** Managed a multi-phone system and directed calls to 17 professional staff; commended by supervisor for carrying out responsibilities in an effective and efficient manner.

#### **Example 5**

**Weak:** Served as President of the Clarkson University Student Government.

**Strong:** Elected by my peers, with a 95% majority vote, to serve as President of Student Government.

#### **Example 6**

**Weak:** Washed dishes and served customers food.

**Strong:** Promoted from dishwasher to server after two months of employment based on a strong work ethic and excellent interpersonal skills; consistently exceed 20% in customer tips.

#### **Example 7**

**Weak:** Used social media to help promote the company's website.

**Strong:** Increased website traffic by 28%, over a 3 month period, through the development of an intensive social media marketing campaign.

#### **Example 8**

**Weak:** Improved public speaking skills through making presentations to company officials.

**Strong:** Presented a "new product" cost/benefit analysis to senior management of the company; recommendations were unanimously adopted without changes.