

## GOOD, BETTER, & BEST RESUMES

**Good Resumes** present job-description bullets that focus on expressing the list of **tasks** you were hired to do.

**Better Resumes** present results bullets that focus on expressing **measured changes** that came because of your work. These bullets show the difference you made in your role. Normally, these bullets will show #'s, %'s, and \$'s. These bullets are better than job-description bullets because an employer can make a value statement/judgment about your performance based on the numbers you provide. You can make estimates to express these changes.

**Best Resumes** reflect results and **impact on customers/others**. They show how others feel about/were affected by your performance. These bullets focus on **impact** by expressing '**benefits delivered/received**' and/or their effect on people. (You may not always be able to add impact to a better bullet due to lack of space, but when you can, recruiters will sense your value, appreciate the difference you made in that job, and know how you're the type of employee who is fully invested in your work.)



Examples:

- **Good** – Compiled data into a functional format for billing department
- **Better** – Overhauled the billing department's data reports allowing compilation of over 6,000 daily transactions and achieving recognition for fewest errors
- **Best** – Created billing department's key reports program that accurately compiled over 6,000 daily transactions, reduced errors by 12%, and saved clients over \$600K in quarterly costs

**Infusing "soft skills"** (leadership, teamwork, outward achievement, and customer service) into bullets:

- Led a team of 12 to...
- Key member of a team tasked with ...
- Applied problem-solving techniques to...
- Presented reports used by key management that ...
- Recognized for achievement in...

## STRENGTHEN YOUR BULLETS

# SO WHAT?

Use the word 'that' to resolve the question of "so what?" Why should I care? What has changed since you took over the job? What difference did you make?

Read every bullet you have written and ask "so what?" because everyone who reads your bullets is asking that question. Think about what you want potential employers to know/perceive about you. Will this bullet tell them what you did and how it matters?

Process:

1. Place the word '**that**' at the end of your bullet and then write the phrase which answers the "so what?" question. Normally, the first word after the word 'that' is the 'change verb' that describes what changed because of the task you completed (e.g. "increased," "improved," "ensured," "saved," "created," etc.).
2. After writing the phrase following '**that,**' remove the word 'that' and rewrite the bullet. Doing this will strengthen the bullet, but the bullet will need to be refined.
3. Yes, you can have bullets with the word 'that' in them, but not every bullet can. As you rewrite these bullets, try to restrict yourself to having only one '**that**', only one '**which**', and a few verbs with '**ing**' endings.

Tips:

- Bullet points should be no more than two lines.
- Reid's analogy – Don't just dig holes in sandboxes, build sand castles.
- Impressive resumes showcase results and impact on customers. What has changed since you took over the position? What benefits do others receive from your results?
- Make a difference.

Examples:

- Orchestrated a weekly specialized notification program to 400 IS students with information relating to job and internship opportunities, **that increased awareness** for the IS program
- Developed a dynamic management report with Excel Pivot Tables used in detailed quarterly government compliance reporting, **which improved accuracy and efficiency** by 60%
- Created a comprehensive SAP dashboard Business Objects support team to prevent and diagnose outages, **decreasing incident response time** by 10%