

Writing Short, Compelling & Memorable Achievements for Your Resume

If you want to create a resume that gets you more interviews, you have to learn how to write short, compelling, and memorable achievements in your resume, both in the Professional Summary and in each of your jobs in the Employment History sections.

To do that, you need to address the following **WHHW** questions to define every measureable achievement and make it stand out.

1. What You Did

Example: Supervised and coached a team of customer support representatives

This is all most people say about their job. These type of statements reads like a laundry list that have no power by itself but it is the starting point.

2. How Many or How Much

Example: Supervised and coached a staff of 15 customer service representatives

Describes the scope of what you did. This includes things like how many staff you managed, how many inventory items you handled, how many sq. ft. of property you rented, etc. It could also include the average value (dollar amount) of trust funds you created as a lawyer, the dollar value of tenant improvements you oversaw, the size of the budget you created and oversaw, etc.

3. How You Did It

Example: by providing ongoing training/coaching on conflict resolution and call acceleration techniques

Briefly describes how you made the customer service staff better at their job

4. What Was the Benefit/Value

Example: Reduced customer support team's per call time by 15%

Briefly describe the measurable benefit/value of what you did to your manager, department, company, customers, suppliers, vendors, etc.

NOW PUT IT ALL TOGETHER

- **Reduced customer support team's per call time by 15%** by providing ongoing training and coaching to a staff of 15 on conflict resolution and call acceleration techniques

Notice how the **measurable achievement portion** of the above bullet point is listed at the beginning of the sentence (in RED) and it's also bolded to make it pop out the reader. After that, there is the word "by" followed by the description of how you did it (in GREEN) and the scope figure ("staff of 15" in BLUE) is inserted wherever it fits inside the "how you did it" statement.

Bullet points that do not involve measurable achievement should have scope figures whenever possible.

Finally, you can also use awards and short, 2 line compelling testimonials as achievements. See the examples below.

- **Won Citigroup's Customer Service of the Month Award 6 times** for handling the most calls per month, listening and verifying the customer's problem and providing a clear and concise solution
- **SVP of Citigroup Customer Service said, "Linda has provided outstanding customer service and has coached her staff to reduce their call time and manage conflict more effectively."**

Examples in your Professional Summary and Employment History sections of your Resume

PROFESSIONAL SUMMARY (Should address the top 4 strategic needs from job description.)

- **Handled 20% more calls than other representatives**
- **Achieved a 99.20% customer satisfaction rating**
- **Trained other representatives to reduce their call time by 15%**

EMPLOYMENT HISTORY (Need at least 1 achievement for each job. Place achievement at the top of the list bullets under each job.)

- **Resolved 97% of support calls with no call back** by diagnosing and answering customer questions quickly and thoroughly
 - ✓ This is a measurable achievement
- **Sold 30% more low interest credit cards to customers than any other customer service rep** by pointing out the program's key benefits
 - ✓ This is a measurable achievement
- **Won Citigroup's Customer Service of the Month Award 6 times** for handling the most calls per month, listening and verifying the customer's problem and providing a clear and concise solution
 - ✓ This is an award
- **SVP of Citigroup Customer Service said, "Linda has provided outstanding customer service and has coached her staff to reduce their call time and manage conflict more effectively."**
 - ✓ This is a compelling testimonial