

Achievement Statement Training Aid

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Extending Your Stories to Achievements

Why Are We Talking About This?

If you don't make your capabilities and achievements known at every opportunity during your job search, you will not get the meetings, the interviews or the job.

The way you talk about yourself and your experience is a deciding factor in your success.





Accomplishment Statements

On being humble ...

We are taught from an early age - humility is a virtue ...

“Humility is nothing but truth, and pride is nothing but lying.” - St. Vincent de Paul

“To share your weakness is to make yourself vulnerable; to make yourself vulnerable is to show your strength.” - Criss Jami

“Don't accept your dog's admiration as conclusive evidence that you are wonderful.” - Ann Landers

... but don't be humble on your resume or in your interview

“In business, you must toot your own horn because no one else will; promotion gets attention.” - Anonymous

1921

ISM
Institute for
supply management
ISM—Houston, Inc.

90
Years

 **GALLERIANs**
Search like a Gladiator



Accomplishment Statements

Getting Started - Use the S(O)AR Method

- Write a short and clear statement of the Situation that needed to be resolved
- Document any Obstacles that made the situation harder to resolve
- Describe the Actions taken to resolve the issue
- Explain the Results obtained in a quantitative way; use qualitative results sparingly
- Restate the accomplishment in a single sentence that places the result first, uses an active voice and strong action verbs

Achievements Exercise

Using the achievement development template

What was the situation?

Were there any obstacles?

Situation

The company needed to roll out a new product to replace an old one and potentially increase both revenue and margin. I managed the business efforts; leading marketing activities while coordinating final product development and the conversion of manufacturing facilities.

Obstacles

When I took over the effort, product development was behind schedule causing manufacturing to delay a turn around that was needed to install new equipment to produce the product. On start up, manufacturing was able to exceed budgeted demand, but not actual demand.

Achievements Exercise

Using the achievement development template

What actions did I take?

What was the result?

Action

Worked with the product development group to quickly finalize product specifications, engineering to finalize project scope, and manufacturing to accelerate equipment installation and plant start up. Also, worked to calm customers upset with the delay and get technical staff into additional customers to help sell the product.

Result

The project got back on track and we were able to deliver the first product only 3 months behind schedule. The performance of the product and our marketing campaign resulted in a sales ramp up that significantly exceeded our projected demand. First year sales, even with the 3 month delay, were 70% above target and product margins were 3 times that of the previous product, which was twice the margin increase anticipated in the project justification. Bottom line, annual sales were increased from \$100 million to \$200 million per year and profits were up by \$42 million. We also beat our competition to the market by 18 months.

Achievements Exercise

Using the achievement development template

What is your concise achievement statement?

Where will you place this on your resume?

Resume Achievement Statement

Increased company sales \$100,000,000 and profits \$42,000,000 by driving a new product development effort and effectively marketing the material to customers.

Job Position for Resume Placement

Selected achievements or first achievement on last position held.

Test for Situation, Action, Result, Quantity, Order, Action Verbs and Active Voice



Accomplishment Statements

Summary

- Don't be humble...
 - Use the S(O)AR or STAR method ...
 - Quantify results when possible ...
 - Use strong action verbs ...
 - Write only in the active form ...
 - Put the result first
-
- *Test for Situation, Action, Result, Quantity, Order, Action Verbs and Active Voice*

Supporting Materials



Strong Action Verbs – Michele Rooney

- Accelerated
- Accomplished
- Accounted for
- Accumulated
- Achieved
- Active in
- Arbitrated
- Articulated
- Boosted
- Briefed
- Broadened
- Budgeted
- Campaigned
- Chaired
- Championed
- Clarified
- Coached
- Collaborated
- Coordinated
- Corroborated
- Cultivated
- Customized
- Decided
- Decreased
- Delegated
- Demonstrated
- Designated
- Developed
- Devised
- Diagnosed
- Documented
- Doubled
- Economized
- Edited
- Educated
- Empowered
- Enabled
- Encouraged
- Endorsed
- Enhanced
- Facilitated
- Focused
- Forecasted
- Generated
- Harmonized
- Harnessed
- Identified
- Illustrated
- Impressed
- Improved
- Increased
- Justified
- Launched
- Led
- Magnified
- Managed
- Marketed
- Mastered
- Navigated
- Negotiated
- Observed
- Obtained
- Organized
- Orchestrated
- Participated
- Pinpointed
- Performed
- Publicized
- Published
- Realigned
- Recognized
- Recommended
- Selected
- Separated
- Spearheaded
- Stimulated
- Succeeded
- Surpassed
- Synchronized
- Synergized
- Tabulated
- Targeted
- Tested
- Took over
- Traded
- Translated
- Triggered
- Triumphed
- Troubleshoot
- Uncovered
- Underwrote
- Unearthed
- Unified
- Upgraded
- Urged
- Utilized
- Validated
- Verbalized
- Verified
- Vitalized

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Accomplishment Statements

Examples (Page 1)

- Delivered \$80 million annual cost savings on services and materials spend by developing and executing strong strategic sourcing processes
 - Situation – Implied, Action – Yes, Result – Yes, Quantified – Yes, Order - Yes
- Provided effective market research, property analysis, negotiation and program management for a small property investment firm and delivered an after tax return of 37%
 - Situation – Implied, Action – Yes, Result – Yes, Quantified – Yes, Order - No
- Increased profits by \$38 million
 - Situation – Implied, Action – No, Result – Yes, Quantified – Yes, Order - Yes
- Procurement process, system and organization design consulting with a focus on companies that are implementing or upgrading an Enterprise Resource Planning system
 - Situation – Implied, Action – Yes, Result – No, Quantified – No, Order – No
 - *Strong Action Verbs – No, Active Voice - Yes*

Accomplishment Statements – Examples (Page 2)

- Drove net margin up 6% across multiple sales channels in a down market
 - Situation – Implied, Action – Partial, Result – Yes, Quantified – Yes, Order - Yes
- Created and built a global sales infrastructure and sales culture that delivered 2% year over year growth, while reducing expenses by 13%
 - Situation – Implied, Action – Yes, Result – Yes, Quantified – Yes, Order - No
- Initiated best practice sharing, sales guide tools and intranet sales collateral to drive sales growth
 - Situation – Yes, Action – Yes, Result – No, Quantified – No, Order - No
- Repositioned key account from a \$10 million loss to an \$8 million gain within one year
 - Situation – Implied, Action – Partial, Result – Yes, Quantified – Yes, Order – No
- Analyzed existing pricing strategy, and instituted systemized pricing across private label/premium product lines
 - Situation – Implied, Action – Yes, Result – Yes, Quantified – No, Order – No

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Accomplishment Statements – Examples (Page 3)

- Increased sales from \$2 million to \$23 million in three years by building effective marketing and sales strategies
 - Situation – Implied, Action – Yes, Result – Yes, Quantified – Yes, Order - Yes
- Increased government and energy sector emergency management business by 15 % by developing and implementing cold calling campaigns
 - Situation – Implied, Action – Yes, Result – Yes, Quantified – Yes, Order - Yes
- Increased sales by 20% by expanding satellite services to major Global E&P firms
 - Situation – Implied, Action – Partial, Result – Yes, Quantified – Yes, Order - Yes
- Directed and streamlined paper and toner related consumables driving a savings of over \$200,000
 - Situation – Implied, Action – Yes, Result – Yes, Quantified – Yes, Order - No
- Developed and implemented an aggressive improvement plan focused on stockroom and inventory control that delivered \$1 million per year in savings
 - Situation – Implied, Action – Partial, Result – Yes, Quantified – Yes, Order - Yes

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Accomplishment Statements – Examples (Page 4)

- Conceived, developed and launched a marketing and PR program for the premium line that doubled synthetic business volumes and delivered a \$6 million net margin
 - Situation – Implied, Action – Yes, Result – Yes, Quantified – Yes, Order - No
- Reduced transactional staff needs by 70% and delivered a fixed cost savings of \$6 million by making ERP system modifications and driving improved employee performance
 - Situation – Implied, Action – Yes, Result – Yes, Quantified – Yes, Order - Yes
- Successfully led procurement activities on multiple Enterprise Resource Planning (ERP - SAP) upgrades and integrations allowing unified company operation with the most current SAP tools
 - Situation – Implied, Action – Partial, Result – Yes, Quantified – No, Order - Yes
- Justified significant expenditures and led procurement efforts to deploy SAP Supplier Relationship Management modules which have significantly improved buyer efficiency and contract compliance
 - Situation – Implied, Action – Yes, Result – Yes, Quantified – No, Order - No

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Accomplishment Statements – Examples (Page 5)

- Developed and implemented an aggressive improvement plan focused on stockroom and inventory control that delivered \$1 million per year in savings
 - Situation – Implied, Action – Yes, Result – Yes, Quantified – Yes, Order - No
- Renegotiated implanted services contracts, recognizing a savings of \$225,000
 - Situation – Implied, Action – Yes, Result – Yes, Quantified – Yes, Order - No
- Captured more than \$1 million of in-house cost reductions by establishing effective management processes and driving improvements through on-going review of key performance indicators
 - Situation – Implied, Action – Yes, Result – Yes, Quantified – Yes, Order - Yes
- Doubled sales to \$30 million and quadrupled EBITDA to \$ 6 million by developing and executing a business revitalization strategy
 - Situation – Implied, Action – Yes, Result – Yes, Quantified – Yes, Order - Yes
- Captured \$3 million in savings by redeploying voice and data equipment from abandoned facilities to new facilities
 - Situation – Implied, Action – Yes, Result – Yes, Quantified – Yes, Order - Yes

Accomplishment Statements – Examples (Page 6)

- Reduced manufacturing process risk significantly by selling an industry leading risk management philosophy to executive management and deploying this philosophy globally
 - Situation – Implied, Action – Yes, Result – Yes, Quantified – No, Order - Yes
- Reduced component production costs by 20% through production process modifications and better inventory management
 - Situation – Implied, Action – Yes, Result – Yes, Quantified – Yes, Order - Yes
- Implemented robot welders using PTA process that resulted in a reduction of \$300,000 per year in manufacturing costs and a capital savings of \$1,000,000
 - Situation – Implied, Action – Yes, Result – Yes, Quantified – Yes, Order - No
- Obtained the highest ever customer approval rating of 92% by consistently exceeding customer expectations
 - Situation – Implied, Action – Partial, Result – Yes, Quantified – Yes, Order - Yes

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Years

