

How to Continually Create *WOW*-some Resume Content

JERRY

OPERATI

Develop Cutting Edge Oper

Career Goals

- Increase the visible impact of operations on business results.
- Create a culture of quality sustainment—development activities are supplemented by the activities needed to sustain the desired behavior changes.
- Implement the Lean approach to business results.

ing | Competency Programs | Curriculum Design

PROFESSIONAL EXPERIENCE

2016 – Current

ent strategy and performance improvement projects through implementing learning sustainment strategies.

Strategy based on latest research on behavioral strategies, and iterative training techniques.

including curriculum development, instructional design,

2006 – 2016

2010 – 2016

nd implementing quality training. Designing and

ning a profit center, using at least one program.

develop and implement ons with four multi-million

nt process, tying learning ment group improved

WOW

#1 Target

TORCH S
President


Consulting v
Focusing on

- Created performance
- Currently and develop
- Visit www.torchsolutions.com

GEMINI ENTER
Global Customer Manager

Managing startup of global customer education management systems and operations process implementing a corporate curriculum development

- Initiated customer education group, growing a large multi-discipline network of support.
- Secured executive-level legal, compliance, experiential programs for major customers. 100+ dollar clients while earning over \$1M in revenue



Knowledge is nice.
Experience adds wisdom.
Competence produces success.
Stories communicate all three.

Angie@gmail.com

From: Jerry@CPMIndustry.com
Sent: Thursday, February 27, 2020 10:42 AM
To: angie@gmail.com
Subject: Immediate Opening

**I've got an immediate opening.
Can you send your
resume now?**

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How to Continually Create WOW-some Resume Content

Sometimes you just don't see it coming. You're feeling good about your job. You like the work and people enough to stay. Then...

- Your best friend, who knows you well, sends over a job opening that is just too good to pass up.
- Your supervisor calls you in to share news that the company has hit new lows, and you've been let go.

One of your first responses will be something like, "Yesterday would have been a great day to update my resume."

Busy is NOT Resume Material

Maybe you've noticed that when you're at work, one of the most popular responses to the question, "How are you doing?" is "Busy, busy, busy." Seems like a good response. But I've seen a lot of busy people go nowhere with their careers. Recruiters put resumes that talk about job responsibilities at the bottom of the pile. If you can only describe your job, where's the proof that you could actually *do* the job?

If you want that resume to get noticed, you don't need to *be busy*; you need to *show results*. Results that say something more than, "I stayed busy."

So why haven't you prepared for that day when you'll need an updated resume? You haven't identified the results that might matter to a future employer, nor have you kept any record of your impact on your current company.



That's where CEOs have it better than most employees. You've probably noticed that even CEOs with poor records, who were fired by one company, still find a job at another company within a few months. They have something you don't have: published results. You have, well, you've been busy, working hard. Maybe you've collected a few verbal quotes from a supervisor who said you did well.

What Resume Writers Want

Professional resume writers can be helpful. Yet they can only work with the material you bring them. When you give them great information, they develop a resume that gets great attention. When you tell them how busy you were and how your supervisors liked you, they'll get you more attention than you probably deserve, but that's the best they can do.

Here's what they need from you to provide a resume that stands out:

- **Accomplishments, with some detail, that use metrics recruiters and future supervisors will care about.**

They can help you with everything else, such as wording, content order, look and feel, etc. But they can't produce accomplishments from thin air. And they can't make "job responsibilities" look like accomplishments.



Creating the WOW-some Content

WOW-some content includes:

- Relevant Business Results
- Accomplishments
- Differentiators

Each addresses a specific need of recruiters and hiring managers. You have to get noticed by the recruiters (performed often by software applications), and you have to make the hiring supervisors want to talk to you.

Do you speak Relevant Business Results?

Relevant Business Results

There are business results, then there are Relevant Business Results.

Companies produce a lot of metrics. It seems like we have systems that can measure just about everything. You're in the middle of this barrage of data, having to determine which metrics will make the difference on your resume.

You're in luck. The metrics that will make a difference on a resume are the metrics that you should already be using to make your value visible in your current job. They're called Relevant Business Results. But up until now they may have been as invisible as you and your value are.

Your Relevant Business Results are the bottom-line metrics related to the organization's core mission to which your efforts connect.

In order to be relevant, both the company *and* you must care about the business results. Check out these examples.

Example 1 – Corporate Trainer

	Example	The Company's View	Your View
Relevant Business Result	Widget Warranty Expense	Warranty costs directly affect net profit.	You have proof that the program you developed is effective.
Not Relevant	People trained	They negatively affect net profit. Every time someone gets trained, it costs the company money.	You feel busy. (FYI, feeling busy is not resume material.)

Example 2 – Salesperson

	Example	The Company’s View	Your View
Relevant Business Result	Margin per sale	The higher the margin, the higher the net profit the company reports to shareholders.	You’ll be recognized for being able to consistently obtain high margins, either by commission, promotion, or getting hired by a new company that sees your value.
Not Relevant	Units sold	This number alone doesn’t show your value to the company. If you sold at or below cost to sell the most, the company lost money on your efforts.	You’re not getting the commissions you really want, and you won’t have a good answer for a hiring manager when you’re looking for that next job after you get fired.

Accomplishments

Now that you know to track Relevant Business Results, you can talk in terms of accomplishments that matter, what I call **Value-Added Outputs**. Let’s continue using the examples from above to show what statements of accomplishment look like.

Example 1 – Corporate Trainer

Accomplishment	Not a Real Accomplishment
Created and maintained programs that reduced Widget warranty costs by 20%. Costs reductions have been maintained for over 5 years.	Built several technical courses that received an average rating of 4.8 (scale of 1-5) on course evaluations.

Example 2 - Salesperson

Accomplishment	Not a Real Accomplishment
Consistently maintained margins of 35% over 5 years. Average margin within the company was 28%.	Maintained over 35 sales accounts and met their needs.

One thing you’ll notice about the good examples—they’re not one-off events. You’ll often see singular accomplishments on resumes. But what do most employers want? At minimum, continual solid performance; continual *super* performance preferred.

When you collect your Relevant Business Results, don’t rely on one-off events. Collect results that show solid continual performance—that show you’re not just great once; you’re constantly great.

Differentiators

That brings us to our differentiators. What creates differentiation? Finding those magic beans that grow magic bean stalks instead of regular bean stalks. Discovering which outputs are the Value-Added Outputs, giving you the edge to produce better metrics than other employees can produce. Demonstrating that you do much more than “tasks as assigned.”

Along with your consistent performance, your efforts to count and increase those differentiating Value-Added Outputs not only provide you with improved metrics, but often provide you with a story for your resume.

Using our corporate trainer in the widget factory as an example, this guy could have come up with a process to detect widget warranty cost variations, and this process could also provide feedback. If the feedback told him more training was needed, he could come up with training customized for the needs of the widget-producing employees.

Maybe our example salesperson could have developed a variation on the corporate sales strategy that would help all salespeople increase their sales margins by 5%. That’s visible differentiation.

I hope you’re noticing that you can only talk about these differentiators if you know your Relevant Business Results well enough to define those Value-Added Outputs.

Value-Added Output

Something you produce—a service, physical product, event, document, or other countable output—that is proven to influence relevant business results.



Use That Content

Career counselors suggest you keep your resume updated. That's fine. But what's more important is to continually build resume content. Then you'll always have the stories, the accomplishments, and the numbers for that resume.

Having constantly collected resume content, you can select from that content the differentiators that best match what the hiring organization is looking for. And you can support those differentiators with actual data.

With a resume full of WOW-some content, you have a better chance that the right people will recognize your value. And a company that recognizes your value will be a company worth working for.

Clark Kent

- Finish first in a race with a bullet 85% of the time.
- Saved 85 people and 145 vehicles by stopping locomotives with my bare hands.
- Leaped tall buildings in a single bound to consistently be the first reporter on site for significant news events.

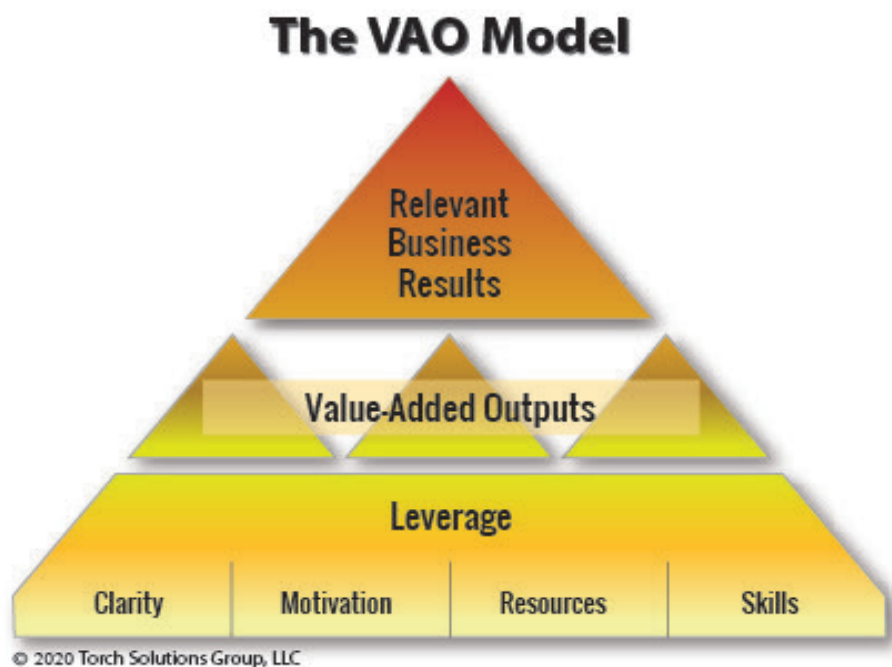
Level Up with Meaningful Competence™

Implementing these ideas imperfectly will still improve you. Don't worry about perfection; worry about direction and momentum.

Then, when you're ready, add even more power to your effort.

Relevant Business Results and Value-Added Outputs are part of the Meaningful Competence approach—an approach that gives you tools and strategies to make your value visible and increase that value to enhance your career.

You'll see in the model below that knowing your Relevant Business Results and your Value-Added Outputs prepares you to increase your competence and to differentiate yourself from your peers.



If you've read this far, here's a bonus. Go learn about the Meaningful Competence at www.ltd-academy.com. You will also find an opportunity at that site to sign up for a career enhancement discussion.

Get Meaningful Competence. Make your value visible.



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Find additional unique career enhancing guidance based on the science of Human Performance Improvement.

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- Promotions you seek.
- Capability to change your career.
- More flexibility with your career.
- Increased meaning and value in the job you're currently in.

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