



Module 5: Accomplishment Statements, Resumes, and LinkedIn

Due August 1, 2019

Resumes are a standard tool that allow a potential employer to understand your experience. During a job search, your resume will be compared (either electronically or manually) against a job description to determine fit. MBA resumes have a standard element called accomplishment statements that convey three essential elements: an action you took, the problem you solved/process you followed, and the results produced. These statements convey your history of adding value to organizations. Hiring managers can interpret these statements to predict the value you may add to their own organization. Career Management collaborates with hiring managers to understand their needs and expectations, then works with you to tailor your application materials accordingly. This is a continual process that will occur throughout your MBA experience. We will review your resume during your Early Access Appointment to ensure it is communicating what you need it to at this time.

In a similar manner to your resume, using LinkedIn can communicate your professional experience, education, and achievements to hiring managers and recruiters. LinkedIn is actively used by more than 260 million professionals worldwide and is a powerful way to both maintain and expand your professional network. Willamette MBA students, alumni, and recruiters are actively involved on LinkedIn, and it is one of their primary modes of professional communication.

This module has several components:

- 1) Completing and uploading your "Accomplishment Statements Worksheet"
- 2) Completing and uploading your new, MBA-appropriate resume with accomplishment statements as the bullet points for each job entry
- 3) Creating or revising your LinkedIn profile and connecting with Beth, Jonathan, Holly, and the Willamette MBA career networking group

Parts 1 & 2 will be submitted together here: <https://forms.gle/DwMU2zZwTgfAhCx6>

Below are detailed instructions for completing and submitting each of these three parts.

Part 1: Accomplishment Statements

In this section, you will craft powerful accomplishment statements to include in your resume that will serve as written proof of results achieved to potential employers and professional network connections. Five accomplishment statements will be compiled in the “Accomplishment Statements Worksheet” and submitted. In part 2 of this module, you may choose some or all of these statements to be included in the MBA resume you create. When completing this assignment, you may find it helpful to reference a recent resume and adapt some of the content that was previously included.

Steps for Crafting Accomplishment Statements

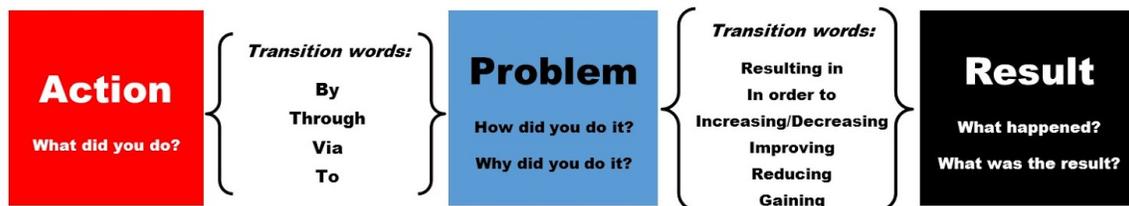
Step 1: Identify your accomplishments

What am I most proud of from my work, internship, or volunteer experience? When have I improved a process or made something more efficient? How have I provided excellent service to customers/clients? When have I solved a complex problem? When have I met or exceeded performance targets? When have I created something new from the ground up? When have I managed a project? When have I excelled at working with a team? When have I saved an organization money, time, or resources?

Step 2: Articulate the context

What did I do to influence the results? How did I accomplish what I did? Why did I take such actions? What steps did I take? Who was involved? What happened? What was the result?

Step 3: Put your accomplishment into the Action-Problem-Result formula



Examples:

- Analyzed customer base demographics **{to}** identify key market and sales strategies, **{resulting in}** 10% improvement in sales margins and closure rates
- Identified breakdowns in organizational communication and processes **{by}** managing inter-division focus groups and recommending and implementing changes, **{improving and expediting}** internal workflows by 1 week
- Reconciled records with official accounting reports **{to}** highlight invoicing and revenue variances, **{resulting in}** \$200,000+ of annual savings and improved client relations
- Created a client contact database **{to}** manage and document the quantity, frequency and type of communication between the organization and potential donors, **{in order to}** reduce outreach redundancy and streamline fundraising processes

Additional Considerations:

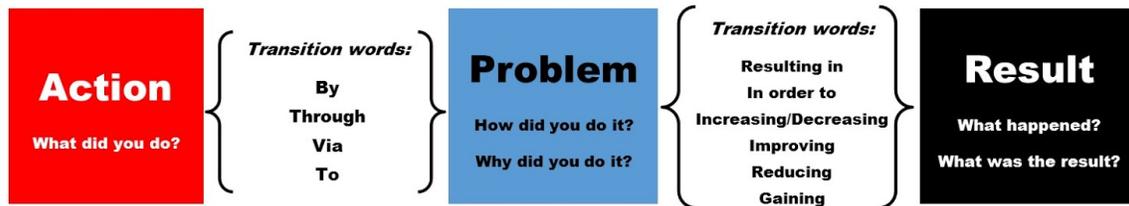
- Accomplishment statements are *always* in past tense (even for positions currently held).
- Don't get caught up in the numbers! Many people starting out don't have quantitative figures to include in their accomplishment statements. Using transitions such as "in order to..." when discussing results provides the option to state the intended purpose of an action without having actual figures.
- Remember to use strong action verbs to begin each accomplishment statement. You will find a list of suggested action verbs in the "Action Verbs by Job Skill Category" section, below.

Accomplishment Statements Worksheet

Following the “Steps for Crafting Accomplishment Statements” (above), create your own accomplishment statements for at least five of the listed job skill categories. Begin each statement with a verb from the “Action Verbs by Job Skill Category” list (below). Avoid creating run-on or excessively long statements (see above examples for length). In the middle column, note which job, internship, or volunteer experience your accomplishment occurred during. You may generate several accomplishment statements from one work experience.

This worksheet can also be downloaded as a Word document, here:

drive.google.com/file/d/1JuKUqJZpu2oQ2g2NBJJkw-N0quleyzRm



Skill	Job/Internship	Accomplishment Statement
Leadership		
Analytics		
Creativity		
Teamwork		
Communication		
Management		
Organization		
Productivity		

Action Verbs by Job Skill Category

Skill Category	Action Verbs
Leadership Management Drive Initiative	Adapted, Administered, Advocated, Analyzed, Appointed, Approved, Assigned, Authorized, Chaired, Consolidated, Contracted, Controlled, Coordinated, Delegated, Developed, Directed, Established, Enhanced, Founded, Generated, Hired, Hosted, Improved, Incorporated, Increased, Initiated, Instituted, Launched, Led, Managed, Motivated, Organized, Pioneered, Planned, Reorganized, Spearheaded, Solved, Strategized, Streamlined, Strengthened, Supervised
Communication Influence Teamwork	Addressed, Advertised, Arbitrated, Arranged, Authored, Collaborated, Communicated, Contacted, Convinced, Corresponded, Defined, Directed, Drafted, Edited, Explained, Expressed, Influenced, Interacted, Interpreted, Interviewed, Involved, Marketed, Mediated, Moderated, Negotiated, Participated, Persuaded, Presented, Promoted, Proposed, Publicized, Recruited, Reported, Suggested, Solicited, Translated
Analytical Data Financial Research Technical	Adapted, Administered, Adjusted, Allocated, Analyzed, Appraised, Assessed, Assembled, Audited, Balanced, Calculated, Collected, Computed, Conserved, Corrected, Critiqued, Determined, Developed, Diagnosed, Estimated, Evaluated, Forecasted, Installed, Maintained, Maximized, Measured, Operated, Operationalized, Presented, Programmed, Projected, Reconciled, Reduced, Regulated, Researched, Standardized, Studied, Transmitted, Upgraded, Utilized
Organization Attention to Detail	Arranged, Organized, Categorized, Coded, Catalogued, Charted, Compiled, Executed, Generated, Implemented, Maintained, Operated, Prepared, Processed, Provided, Purchased, Recorded, Registered, Reviewed, Scheduled, Simplified, Submitted, Standardized, Systematized, Updated, Validated, Verified
Creativity	Adapted, Began, Conceptualized, Created, Customized, Designed, Developed, Directed, Displayed, Established, Formulated, Generated, Initiated, Innovated, Invented, Launched, Modeled, Modified, Originated, Performed, Planned, Revitalized, Shaped, Solved
Productivity	Achieved, Completed, Expanded, Exceeded, Executed, Improved, Reduced (losses), Resolved (issues), Restored, Strengthened, Surpassed, Transformed

Save your completed worksheet to submit along with your resume in part 2 of this assignment (below).

Part 2: Creating your MBA Resume

Begin by downloading the MBA resume template, here:

https://drive.google.com/open?id=1VmQ_fyHtCU-bceNX53sJeXLXPEehbE94. This template contains the essential elements needed in your resume for it to be viewed favorably by a hiring manager.

The Qualifications Summary is usually three bullet points. The purpose of this section is to convey both what you have done and how that aligns with a future MBA job. The first bullet point begins with your “MBA Candidate” status, followed by a description of your overall experience. The next two bullet points are more descriptive of your knowledge and experience. Think about the key metrics that are desirable in your field and the types of skills that you learned make somebody successful from your informational interviews. If those apply to you, they go here!

In the Education section, you will insert your educational background into the template. Honors, awards, internships, and study abroad experiences can all be included here as short bullet points under the appropriate header. Your anticipated MBA graduation date should include a month and be italicized. For degrees already conferred, include the year only, in regular font.

The Experience section is the most important. Following the basic information you will insert about employers and job titles is summary of your responsibilities in that role. These statements should all begin with “Responsible for...” in order to be consistent. They should be italicized and should not end in a period. The bullet points that follow should be accomplishment statements, not statements of responsibility. For example, if you organized service trips as part of an on-campus job, you might write, “Organized and created service learning trip for 26 participants by reaching out to nonprofit partners, which led to the construction of two new water supply lines for an impoverished community.” This is much more descriptive than “Led Fall 2018 Service Trip.” Insert the accomplishment statements from your “Accomplishment Statements Worksheet,” where appropriate, and craft your remaining bullet points using the same Action-Problem-Result formula. Remember that your accomplishment statements should not end in a period.

The Leadership and Accomplishments section can be fairly brief, but should describe your professional life and achievements outside of work. If you have extensive work experience, you may choose to exclude this section entirely.

Submit your new resume with accomplishment statements as the bullet points for each job entry along with your completed “Accomplishment Statements Worksheet” here:

<https://forms.gle/DwMU2zZwTgfAhCxA6>

Part 3: Creating or Updating your LinkedIn Profile

If you do not already have a LinkedIn profile, begin by creating one following the instructions here: [linkedin.com/help/linkedin/answer/53724/using-linkedin-the-basics](https://www.linkedin.com/help/linkedin/answer/53724/using-linkedin-the-basics)

Use the most professional photo (solo, conservative clothing, plain background) you have available as your profile picture, for the time being. Each incoming student will have a professional photo taken during Compass Week that can be used on LinkedIn. After uploading, crop your photo using the LinkedIn tool so that nothing below your shoulders/chest is visible.

Fill in or update your profile with your educational history (and the Willamette MBA program!), along with current and past professional work experience. You may copy the bullet points from your new resume into the description for each entry, or you may choose to describe your accomplishments in a full-sentence format. We encourage you to fill out any additional sections—such as volunteer experience or professional organizations—that are applicable to you, however, this is not required.

Remember that, while LinkedIn is a social network, it is a professional one. Your profile and activity on the site should reflect the image you want to create for yourself as a business professional.

Finally, to complete this assignment, connect with your Career Management team:

- Beth Ursin: [linkedin.com/in/eursin](https://www.linkedin.com/in/eursin)
- Jonathan Scrimenti: [linkedin.com/in/jonathan-scrimenti-0716549b](https://www.linkedin.com/in/jonathan-scrimenti-0716549b)
- Holly Corby: [linkedin.com/in/holly-corby-6a263934](https://www.linkedin.com/in/holly-corby-6a263934)
- Join the Willamette MBA career networking group: [linkedin.com/groups/5025096](https://www.linkedin.com/groups/5025096)