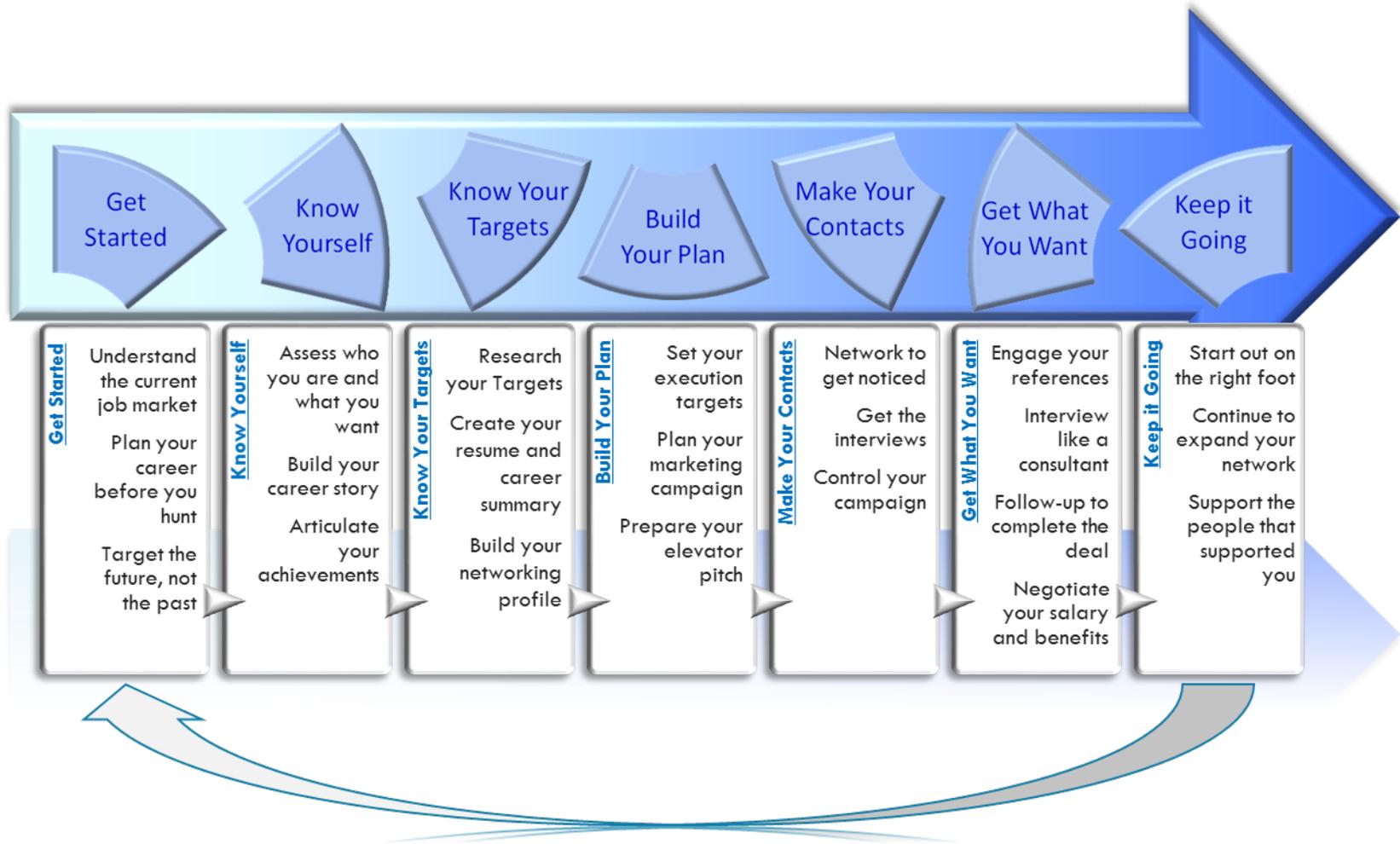


GALLERIA DIAMOND JSWT TRAINING AID

Know Yourself (Practice 2)

JOB SEARCH PROCESS OVERVIEW



In this section we will:

- Learn that we are far more than we currently believe
- Set ourselves up to leverage our greatest competencies
- Discover how to articulate the stories that say who we are
 - Including tools to guide your story development
- Find a way to determine our greatest achievements
 - And of course this includes tools to guide you
- Learn to write strong results based achievements
- Uncover how to be ready to explain these achievements at a moments notice

Why do we need to understand our competencies?

- **Definition:** Competencies are the skills, knowledge, abilities and behaviors which are needed to deliver maximum value
- They help us understand who we are and what we like
- To learn our strengths and development needs
 - We were not taught how to do this at school or by our families
- To stop valuing ourselves on what we do and instead value ourselves on who we are
- Because we must be able to SELL ourselves
- To find a job that we enjoy

Know Thyself - Tools to Build Understanding

- Behavior Focused Models
 - DISC Personality Assessment
 - Myers-Briggs Personality Types Theory
 - Keirsey Temperament Sorter
- Behavior Focused Models with Career Insights
 - Holland Occupational Themes (RIASEC(T) Theory)
 - The Birkman Method
- Broad Leadership Competency Models
 - Lominger Leadership Competencies
 - PDI Ninth House Leadership Competencies
 - Center for Creative Leadership Benchmarks Competencies
 - Individual Company Models
- Complete the Career Stories Exercise

The bottom line

- Take a personality assessment on line
- *Take an assessment with career insights if available*
- *Complete a leadership competency assessment if possible*
- Complete the JSWT Career Stories Exercise
- Use the results for leverage in your job search

1. **Develop a long list of *YOUR* most satisfying work efforts**
 - Write each of them in a one sentence summary
 - Use the questions in your handout to get your thoughts going
 - Spend a few hours at this and then sleep on it
 - Then ask colleagues and former bosses for ideas
 - Review the list and make additions based on any thoughts you've had since your first pass
 - You need at least 10 if you are early in your career and may have 30-50 if you are more senior

2. Choose the experiences from your list that excited *YOU* most and briefly expand on why you were successful and why you enjoyed the effort
 - Have at least 5 if you are early in your career and 20 if you are more senior
3. *Fully Analyze* each of these stories using the template format provided in your handout and summarized on the next few slides

Using the story development template

Start by briefly summarizing the activity

Provide a summary an activity you enjoyed

Increased company sales and profits significantly by leading the marketing effort for a new product line

Using the story development template

Explain the main accomplishment

What did you enjoy?

What did you do best?

What was the main accomplishment for you?

Increased company sales and profits

What about it did you enjoy most?

Working with potential customers to sell them on the value of the new product

What did you do best?

Provided a strong interface between our product development staff and the customer

Using the story development template

What motivated you most?

Why were you involved?

How well did you work with others?

What was your key motivator?

I enjoy engaging with people to deliver value

What led up to you getting involved?

The new product was a potential replacement for an existing product that I was already managing

What was your relationship with others?

I had a very strong relationship with our business development staff and our customers. The relationship with our manufacturing staff was professional, but strained at times.

Using the story development template

What was the environment?

What was the subject?

What key skills did you use?

What was the environment?

High pressure because we needed to beat our largest competitor in this space to market with a better product

What was the subject matter?

Marketing, product development, product technical service and matrix management

What key skills led to success?

Strong communications, influence management and marketing skills were key. Additionally, I needed to understand the clients and our technical issues to solve key issues that came up during deployment. I also needed to work well with our product development and manufacturing staff.

Summary

1. Develop a long list of *YOUR* most satisfying work efforts
2. Choose the experiences from your list that excited *YOU* most and briefly expand on them
3. *Fully Analyze* each of these stories
4. Use these stories to develop *YOUR* killer achievement statements

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.

Comments 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

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**

Using the achievements 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.

Results Based Achievements

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.

Using the achievements 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

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*

Final Thoughts on Achievements

“Too many people overvalue what they are not and undervalue what they are.”

- Malcolm S. Forbes

“It’s up to you to position and communicate your accomplishments, and identify how they contributed to the success of the team, the department and the organization.”

- Kim Wilkerson

“I hope to someday be the person that my dog believes I am.”

- Anonymous

Questions?

Go to:

<https://intuitivum.com/job-search-training-aids/>
for more information and a copy of the
Stories and Achievements Template

Backup Materials

Strong Action Verbs – Michele Rooney

- Accelerated
- Accomplished
- Accounted for
- Accumulated
- Achieved
- Active in
- Arbitrated
- Articulated
- Authored *
- Boosted
- Briefed
- Broadened
- Budgeted
- Campaigned
- Captivated*
- Captured*
- Chaired
- Championed
- Clarified
- Coached
- Collaborated
- Consolidated*
- Coordinated
- Corroborated
- Critiqued*
- Cultivated
- Customized
- Decided
- Decreased
- Delegated
- Demonstrated
- Designated
- Developed
- Devised
- Diagnosed
- Directed*
- Diversified*
- Diverted*
- Documented
- Doubled
- Economized
- Edited
- Educated
- Empowered
- Enabled
- Encouraged
- Endorsed
- Enforced*
- Enhanced
- Extended*
- Facilitated
- Focused
- Forecasted
- Forged*
- Formulated*
- Generated
- Harmonized
- Harnessed
- Identified
- Illustrated
- Impressed
- Improved
- Increased
- Influenced*
- Initiated*
- Integrated*
- Intensified*
- Justified
- Launched
- Led
- Leveraged*
- Magnified
- Managed
- Marketed
- Mastered
- Masterminded*
- Maximized*
- Mentored*
- Navigated
- Negotiated
- Observed
- Obtained
- Optimized*
- Organized
- Orchestrated
- Participated
- Pinpointed
- Performed
- Pioneered*
- Proliferated*
- Publicized
- Published
- Realigned
- Recaptured*
- Recognized
- Recommended
- Re-engineered*
- Rejuvenated*
- Selected
- Separated
- Spearheaded
- Stimulated
- Structured*
- 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

* Additions from [Jessica Holbrook Hernandez](#)

Accomplishment Statements Examples (Page 1)

These statements are examples found on actual job search work team member resumes. Some meet the team's criteria for strong statements and some do not.

- 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

- 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

- 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

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