



7 SECRETS TOP PERFORMERS USE TO LAND THEIR DREAM JOB

STOP talking about what tasks you performed.
START talking about the impact of your efforts.

I say this to business owners, senior managers, and executives every day. Why? Because every day candidates show me resumes that are position descriptions, not resumes.

They present impressive credentials on well-written, professional template, but the content is weak. Discussing their responsibilities not achievements with bullets such as: “oversaw operations in North America; developed and monitored budgets; created cost containment program...”

And almost every day hiring managers and decision makers tell me they’re looking for candidates who share **results, not responsibilities**.

To land an offer in today’s economy, you must demonstrate how your work contributes to the top or bottom line either directly or indirectly. This advice not only applies to executives with revenue generating responsibilities but for everyone, including interim CXOs, contract freelancers, consultants, and business owners.

To land your dream gig, you must do a better job addressing the following seven points than the candidates competing with you.

If you tell a clear story about your successes in the examples on your resume and pitch meeting or interview, and perhaps in creative materials, and your LinkedIn profile and website—you will significantly increase your ability to land a contract and beat out all other candidates. Other applicants will bather on about the tasks they performed and you will demonstrate how you make things happen.

How do you do this? With seven simple steps that articulate your Work Wins.



Work Wins

It's perfectly acceptable to include your responsibilities on your resume but do it by demonstrating your achievements through your descriptions of your duties. Start by drafting a written list of success stories--situations where you demonstrate from your previous experience how you:

1. MADE MONEY

Show your prospective employer how you contributed to decisions that led to new customers, donors, or clients coming on board, how you contributed to retaining existing revenue streams, or what you did to increase profit margins.

2. SAVED MONEY

Demonstrate how you affected sound cost-cutting measures, negotiated services or products received for the same or less money, or improved resource utilization.

3. REDUCED RISK

Communicate where you had the foresight to share insight that resulted in problems being avoided – any time risk was averted while balancing opportunity capitalization.

4. STREAMLINED PROCESSES

Did you reduce invoice aging from 27 days to 19 days? Did you automate processes that enable customers to sign-up six weeks faster than previous to your efforts? Identify when you helped make your prior organizations leaner and more effective.

5. CONTRIBUTED TO CULTURE

Spearheading special projects, promote-from-within programs, and inter-corporate mentoring circles are examples of forming and contributing to culture. Companies seek out these traits in candidates as it is difficult to teach culture change. Be ready to present scenarios to present demonstrating your skill in this area.

6. INFLUENCED OTHERS

Do people want to work for you or have you be their mentor? Do you find co-workers want to be on teams you're leading? Are you brought in to close deals? Do you have tons of followers on social media? If you are likable, easy to work with, and people want to follow you, you will score major points with your potential new boss.



7. SHOW US THE NUMBERS



Lastly, be sure to include the statistics about your achievements. 82% of board members and CXO decision makers say they want to see more numbers in candidate resumes.*

Count the numbers in your resume i.e. the number of times you use a percentage or data point such as “32% Increase in email signups in 30 days...” Now double that number.

Collecting your stories of how you made a difference and revealing your achievements is the best way to inch out your job-seeking competitors.

Your Work Wins set you apart and establish your unique value proposition and personal brand. Especially when you use these achievement stories to answer interview questions by demonstrating how you can produce results for the hiring organization.

It’s not unusual to get stuck articulating your achievements. Check your performance review for ideas or talk with an executive coach or trusted colleague to develop powerful statements about your accomplishments.

Even if your organization didn’t track the data on your work or use benchmarks, you can estimate the contribution you made. It is important to be honest, “Approximately a 9% increase...” is always better than overstating or falsifying your efforts. Have at least one way to validate how you came up with that number—an email from a project leader or supervisor, an award, or a person willing to back up your numbers.

Make no mistake:

**THESE 7 ITEMS MUST BE NAILED BETTER THAN YOUR COMPETITION FOR YOU TO
LAND AN OFFER.**

Period.



It's not always easy to draw out our own stories of success. We create powerful Work Wins based on your current resume. Why spend hours struggling on your own?

[Schedule a free Q&A call](#) with Executive Career Consultant, Dana Mayer and let her team of professional resume writers and communications experts help you land your next dream job. Go to [DanaMayer.com](#) now.

*Avatar Research 2017