

Résumé Impact Statements

Transferrable skills are necessary to be successful in the workplace. These are skills you have developed over time, are a product of your experiences and strengths, and can be *transferred* from experience to experience. Employers value transferrable skills and utilize those to assess how you will perform in the work environment. Employers also want to know you have the career specific skills needed to be successful in the position for hire. Your résumé must demonstrate these skills through your use of **strong bullet points or impact statements**. Use the following formula to write impact statements that will capture the employer’s attention.

FORMULA:

| WHAT / ACTION + | SKILL/METHOD + | RESULT = | IMPACT STATEMENT |
|---|---|--|---|
| what did you do, what was the task, activity, project, problem? | what skill, method, strategy, tools, attitude did you use, etc. | what was the result, impact, importance contribution, etc. | How did you add value to the company, what did you accomplish, how is the organization different as a result? |

EXAMPLES:

| WHAT / ACTION + | SKILL/METHOD + | RESULT = | IMPACT STATEMENT |
|---|---|--|--|
| <i>Coordinated and planned schedule for daily games</i> | <i>Effective communication among camp staff & teen counselors</i> | <i>Engaged 150 campers in physical education activities.</i> | <i>Coordinated and planned schedule for daily games by effectively communicating with camp staff and teen counselors, engaging 150 campers in physical education activities.</i> |

IMPACT STATEMENT TIPS:

- Describe the detail of your task; **quantify** to demonstrate your ability to use the skill. Ask yourself:
 - How many? (i.e.: people, items, customers, table, etc.)
 - How often? (i.e.: daily, monthly, weekly, etc.)
 - How much? (i.e.: money, inventory, grade earned, etc.)
- Use a **strong action verb** to describe the “what” or action you took.
- Highlight soft skills you used or developed that are also relevant to your career goals.
- Include the **outcome or results of your work**, articulate what changed because of your work.
- Do not write in full sentences or use personal pronouns. Begin with a verb.
- If you are describing work in a currently held position, use present tense verbs. If you are describing a past role, use past tense verbs.
- Take a look at job descriptions for potential jobs – make sure you tailor skills/experience you have related to job requirements.

You can use “approximate”, “estimated”, or “average.”



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| Transferrable skills: | | | |
|------------------------|--------------------------------|-----------------|-----------------------|
| Active Listening | Delegation | Leadership | Responsibility |
| Adaptability | Design | Manage | Scheduling |
| Analyze | Digital Technology | Multi- tasking | Self-Starting |
| Attention to Detail | Documentation | Organization | Strong Work Ethic |
| Career Management | Evaluate | Patience | Supervise |
| Coaching | Facilitate | Persuasive | Teamwork |
| Collaboration | Flexibility | Problem Solving | Time Management |
| Consistency | Global / Intercultural Fluency | Professionalism | Training |
| Constructive Criticism | Goal Setting | Public Speaking | Verbal communication |
| Creativity | Innovation | Reliability | Written communication |
| Customer Service | | Research | Work Independently |

Tip: These skills are considered “soft” – they are not technical or measurable – so your impact statements are a better place to highlight them than in your skills section!

| Desired Skills by Major | | | | |
|---|--|---|--|--|
| Accounting | Business Management | CIS | Economics | Entrepreneurship |
| Attention to Detail Communication Critical Thinking Problem Solving Team-Oriented | Communication Customer Service Leadership Team oriented Time management | Communication Critical Thinking Problem Solving Team Oriented Time management | Analytical Attention to detail Initiative Research Problem Solving | Communication Determination Initiative Innovation Leadership Presentation |
| Finance | General Business | HR Management | Managerial Marketing | Marketing |
| Analytical Communication Data management Detail oriented Organization | Analytical Communication Decision making Global Fluency Resource Development | Attention to detail Communication Discretion Organization Teamwork | Creativity Communication Leadership Persuasive Presentation | Communication Creativity Teamwork Time management Willingness to learn |

EXAMPLES:

- Coordinated and planned schedule for daily games by **effectively communicating** with camp staff & teencounselors, engaging 150 campers in physical education activities.
- Created 3 different online marketing assets **utilizing Adobe Illustrator** to advertise new product line, which increased social media traffic by 33%
- Processed transactions and responded to customer concerns utilizing **reflective listening skills** to resolve customer concerns for an estimated 50 patrons daily.
- Demonstrated **adaptability and flexibility** by transitioning between 4 different departments during high-traffic holiday hours to deliver quality customer service to patrons.
- Increased student engagement utilizing strong **relationship building skills** resulting in an increase of 8% at organizational functions.
- Collaborated efficiently with 6-8 staff members utilizing strong **interpersonal communication skills** to provide an excellent experience for our guests.
- Demonstrated customer service skills by **developing relationships** with estimated 10 clients daily resulting in a personalized shopping experience and returning customers.



Good vs. BETTER impact statements:

| Good, but.... | ...could be better! |
|--|---|
| “Contribute to the development of weekly performance reports.” | Analyzed and reviewed our 20-person team performance data using Excel to develop weekly performance reports that provided information helpful for staff improvement and improved workflows. |
| “Gained practical experience by closely working with associates within the Tax/Accounting department daily.” | Developed financial management skills by working closely with multiple staff members to review inventory, draft reports, and support client questions. |
| “Assisted in the completion of payroll.” | Utilized Quickbooks software to complete payroll for our department of 10 employees, developing organizational skills to ensure staff was paid on time and correctly. |
| “Contacted potential customers to set up appointments for demonstrations.” | Collaborated with potential customers to schedule appointments for demonstrations, travelling to their location to share information and answer questions about our product. |
| “I used Tableau with my team to make data visualizations to present to our client.” | Created data visualizations from 4 different data repositories in Tableau with the support of colleagues to share with the client in a formal team presentation. |

TIP: If you’re feeling stuck, write out your impact statements as simply as possible! Get your ideas on the page, and then review them to see where you can add more information about the skills you utilized/developed, the result, any quantitative information about the work you did, etc. It can be helpful to write the statements simply at first and then improve them, rather than worrying about writing them perfectly at the start!

PRACTICE: (fill in the following fields to build your own impact statement!)

| WHAT / ACTION + | SKILL/METHOD + | RESULT = | IMPACT STATEMENT |
|-----------------|----------------|----------|------------------|
| | | | |
| | | | |
| | | | |



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