

BULLET POINTS

Results-Oriented Bullets

In your resume, you probably highlighted skills that you developed through jobs, student organizations, and other experiences. While that makes sense for some bullet points, we need to dig deeper to showcase the *results*, *purpose* and *impact* of your actions.

The structure for your bullets should follow this formula:

Action Verb + What You Did + How You Did It + Results/Purpose/Impact

Action Verbs: They help describe the skills you've used to potential employers' examples are analyzed, communicated, brainstormed, adjusted, and built. Refer to SuccessWorks Power Verb Worksheet for additional action verbs.

(Pro-tip: the order of these elements may vary depending on your sentence structure)

- Ask yourself, "So what...why did this matter...what did my action(s) contribute towards?" Incorporating the answers into your bullet points makes your resume stronger and more attractive to recruiters and employers.
- Make sure to quantify wherever you can—numbers help give a more detailed description of the scope of your work/experience.

Action Verb

Communicates: Skill, Knowledge, or accomplishment.



What you did, how you did it, and the result or purpose!

Context, detail, and quantifiable information make stronger bullet points.

The goal is to transform your resume bullets from good to great!

Examples

Good Resume	GREAT Resume
Expanded Spanish communication skills through collaboration with Spanish-speaking employees	Collaborated with 7 Spanish-speaking colleagues to increase store efficiency and decrease merchandise order errors by 10%
Developed organizational and leadership abilities by leading committee meetings	Led bi-weekly committee meetings of 8 members by facilitating discussions and monitoring goal progression; planned semester fundraiser resulting in \$2,000 raised for Special Olympics
Attended bi-weekly sessions to become a Leadership Ambassador	Participated in bi-weekly professional development sessions on leadership, teamwork, and goal-setting that led to certification as a Leadership Ambassador

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Creating Results-Based Oriented Bullet Points Activity: A Day in Your Life

Below is a quick activity to get you refining your bullet points into result-based bullet points. Fill out the chart below as you reflect upon one experience you had in the past.

List all the actions and tasks that you completed during your experience and remember everything is important!	
Pick only one of the actions and tasks you have listed above.	
What action verb best describes the skills you were using and what were you doing? Write out only the first two parts of your bullet point the (Action Verb/s + What you did)	
How did you complete that action or task? Now you should have (Action Verb+ what you did + How you did it)	
Now we just need to add in the results/importance of our work. Refer to the examples below. Now you should have (Action verb + what you did + how you did it + result or purpose)	

Example of Quantifiable vs. Non-Quantifiable.

Peer Learning Association, Events Coordinator Intern
University of Wisconsin- Madison

August 20XX

- Create marketing materials and publicize events through social media to increase attendance at several club programs by 75% (Quantifiable)

Or

- Create marketing materials and publicize events through social media to increase attendance at several club programs throughout the year (Non-Quantifiable)