Impact Language

Same old, same old

When applying for a job, or trying to describe our work, we tend to speak in terms that describe the 'what' or actions we executed.

Example: I was responsible for overseeing the developer.

This sounds dry and doesn't make connections to the impact your action add – which is what you really want to explain.

Value-add language

Rebuilding your dialogue to highlight the outcome of your actions lets your audience see what you can accomplish, not just do.

How do you do this?

- Break your content into three parts: Situation, Action, Outcome
- Use a verb that accurately reflects what you did
- Identify what your actions made happen
- Adapt this format. You can use this model to build stronger resume statements or to write powerful case studies

Verbs matter—try some of these:

Created	Promoted	Leadership	Improved
Planned	Advanced	Aligned	Clarified
Produced	Achieved	Fostered	Integrated
Envisioned	Amplified	Inspired	Merged
Brought to life	Capitalized	Guided	Overhauled
Built	Delivered	Mentored	Refocused
Launched	Enhanced	Mobilized	Revitalized
Charted	Furthered	Shaped	Streamlined
Devised	Lifted/Raised	Supervised	Transformed
Founded	Maximized	United	Upgraded
Established	Stimulated	Resolved	
Initiated	Influenced		
Spearheaded			

Managed	Comm.	Saved
Controlled	Authored	Conserved
Coordinated	Campaigned	Consolidated
Executed	Composed	Decreased
Headed up	Edited	Reduced
Organized	Illustrated	
Oversaw	Counselled	

Flat wording Example/before	Situation Past tense verb	Action What you did	Outcome Value you added	Added value statement After adding impact language
Worked on redesigning website navigation.	Enhanced	Usability of site navigation	25% more page visits and increased click-through	Enhanced the usability of website navigation, which resulted in 25% more page visits and increased click-throughs.