



Your Resume as Prep for Your Interview

Achieving Results Managing People

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Your Resume As Prep

- Most Folks Just Don't Realize HOW Important Resumes Are
- The Purpose Of Resumes Is To Get You An Interview
- First: How To Write An Accomplishment Bullet For Your Resume
- Then: How To Answer An Accomplishment Question

Accomplishment Bullets

- Start With An Action Verb
- Lead With Results
- Quantify, Quantify, Quantify
- One Line Please

Start With an Action Verb

- This IS A Semantic Argument, But It's An Important One.
 - Achieved, Completed, Reduced, Increased, Improved, Persuaded
 - This Immediately Gets The Recruiter's Attention
 - This Is One Of The 2-3 Things That Sub-consciously Impress Recruiters

Lead with Results

- Tell Us What You Achieved.
 - If You Say, "As Part Of An Interdisciplinary Team", You Send The Message That Your Being Part Of A Team Was The Key To Whole Thing
 - If, On The Other Hand, You Say, "Reduced Manufacturing Waste By 1.5% Per Year, Saving \$8.9 Million, Leading The Cost Reduction Group Of A Joint Lean Task Force," - WOW
- Great Accomplishment Bullets Sound Like This:
 - I Accomplished This, By Doing This
 - NOT: I Did This, And So This Happened.

Quantify, Quantify, Quantify

- It's A Big Step, And One That Frankly Most Resumes Fail At.
 - It's Almost Impossible To Go Back And Re-create The Dollars, The Savings, The Capital Return, The Numbers That Underlay Your Accomplishment
- This Is Why Your Resume Should Be A Living Document, Updated Every Quarter
- Numbers Sing To Us
- Numbers Get Interviews

One Line Please

- This Is The Least Important Of The Four Recommendations, And It Can Be Broken (If Only Rarely).
- You Don't Have All That Much Room On A Resume.
 - If You Take More Than One Line For An Accomplishment Bullet, You're Either Telling The Recruiter That You Didn't Do A Lot, Or That One Fourth Of This Accomplishment Is As Valuable A Point To Make As Another Entire Accomplishment

How to Answer the Accomplishment Question

- It's Not Only The Most Important Qualitative Answer You Give In A Most Interviews, It's Also The MOST FREQUENTLY ASKED.
- You May Get 3-4-5 Questions Like This.
- Makes All Your Prep Work And Reviewing So Worthwhile
- The Question May Come In Several Different Forms
 - "Give me an example of an accomplishment."
 - "Tell me about something you did that you're proud of."
 - "If you wanted me to know one thing you did in your career, what one thing would it be?"
 - "Walk me through this particular bullet, about 'x'."
 - "Tell me more about what you did here...."

Key Points

- You Have 4-5 Minutes
 - Some Interviewers Might Tell You To Only Give Them A High Level 1-2 Minute Answer So They Can Interrupt.
 - That Belies The Fact That You Must Have A 4-5 Minute Answer Prepared To Get Through All Their Interruptions!
 - The Reason Most Recruiters Ask It This Way (Shortened) Is Because Most Candidates Can't Deliver A 4-5 Minute Answer Effectively - Too Much Rambling Without Clarity, Or Just Too Short.
- You Should Have Certain Accomplishments Picked Out In Advance.
- Pick Out 5-7 Accomplishments That You Think Are Most Closely Tailored To This Opportunity.

Key Points

- Be Ready To Deliver On All Of Your Accomplishments
- Extra Prep On Those Top 5-7: **Five** Times As Often
- If It's A Sales Job, Work On Those That Show Persuasion, Relationship Building, Market Analysis, Follow Up
- For A Technical Management Job, Prepare Most On Those That Highlight Your Skills In Motivating Others, Leading A Team, Collaborating With Others, Delivering To A Budget, A Deadline, Or Achieving Key Results

Key Points

- Avoid Chronologies At All Cost.
 - This Is "Dude Where's My Car Failure" In Homage To The Scene Where They Are At A Drive Through Order Window Microphone, And The Employee Keeps Asking, "And Then?", "And Then?". That's What Bad Chronological Answers Sound Like.
- Organize The Core Of Your Answer Around Concepts
 - You Should Be Able To Aggregate Everything That Happened In Such A Way That You Can Describe The Key Drivers Of Your Behavior

The Core Structure

- Start With One Sentence Which Describes The END Of What You Achieved.
 - Emmett Smith: “I was named MVP of the Super Bowl.”
 - Neal Armstrong: “I led the first team of men to walk on the moon.”
 - You Must Tell The Interviewer Where Your Story Will End Up, So We Can Follow You As You Lead Us There.
 - “I Lead A Team Which Cut Costs By 19%, Saving Us \$11 Million A Quarter.” “
 - I Created A Team Which Improved Sales By 9% In One Year.”
- Give Background To Give The Accomplishment Relevance
 - “Let Me Give You A Little Background...”

The Core Structure

- Describe Your Overall Approach.
 - "Here's How I Approached It."
 - Give A High Level Review Of Why You Did What You Did.
 - Why Did You Choose To Attack The Problem This Way?
 - Why Did You Choose To Spend Your Time On A, B, C... And Not D, F?
 - This Is Like The Introductory Paragraph Of An Essay, Where You, In The Topic Sentence, List The Three Ideas You Will Be Elaborating Upon In The Body Of Your Essay, One Idea Per Paragraph.

The Core Structure

- Describe Each Concept In Turn
 - This Is The Core Of Your Answer, And Must Be Filled With Actions You And Or Your Team Took
 - Take Each Concept, And Spend A Minute Talking About What You Did In This Area And How It Contributed
 - This Cannot Be A High Level Discussion
- The Interviewer Must Be Able To Close Her Eyes And See You Doing What You're Talking About
 - It's Not Enough To Say You Formed The Team And Gave Them Marching Orders...Rather, Say, "I Chose My Team Based On These Criteria. In Our Initial Meeting, We Discussed Team Operations..."

The Core Structure

- Finish With A Brief Statement Of Results.
- After Going Over The Core Of Your Answer Conceptually, Describe What The Accomplishment Achieved For You, Your Team, Or The Org.
- Profits, Cost Savings, Speed, Accuracy, Quality, Productivity.