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# The Impact Bullet Builder™

Turn Boring Tasks Into Callback Magnets

Learn the proven formula to quantify your impact and stand out from  
hundreds of applicants

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# The Problem

Most resumes describe activities, not impact

## ✗ WHAT MOST ENGINEERS WRITE

- "Developed features for web application"
- "Improved system performance"
- "Collaborated with team members"
- "Maintained spreadsheets for test results"

These bullets tell recruiters **NOTHING** about your actual value.

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## The Formula

**[Task] + [Metric] + [How] + [Why]**  
**= IMPACT**

This is the exact formula that landed me my first engineering role at John Deere.

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# Breaking Down the Formula

## Task

What you accomplished

*"Redesigned data tracking system"*

## Metric

Quantifiable proof

*"for 3 major programs, 100 daily tests"*

## How

Your specific approach

*"using Python script with Azure DevOps API"*

## Why

Business impact

*"cutting maintenance time 85%, enabling daily executive reporting"*

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# Putting It All Together

## BEFORE

"Maintained spreadsheets for test results."

## AFTER (WITH FORMULA)

"Solely managed data tracking for 3 major programs across a 10-person team, handling 100+ daily tests. Developed custom Python automation touching the Azure DevOps API, cutting maintenance time by 85% and enabling daily executive visibility into quality metrics."

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# Mechanical Engineering Example

## BEFORE

"Worked on improving assembly line efficiency"

## AFTER

"Redesigned conveyor belt alignment system using SolidWorks FEA analysis, reducing assembly line downtime by 40% and saving \$85K in annual maintenance costs"

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# Software Engineering Example

## ✗ BEFORE

"Developed features for web application"

## ✓ AFTER

"Rebuilt checkout API using Node.js and Redis caching, reducing page load time by 60% and increasing conversion rate by 12% (\$340K additional annual revenue)"

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# Key Principles

1

**Quantify whenever possible**

Use %, \$, time saved, people impacted, scale metrics

2

**Focus on outcomes, not activities**

What changed because of your work? Not just what you did.

3

**Use strong action verbs**

Designed, Implemented, Reduced, Increased, Led, Optimized

4

**Add technical specificity**

Tools, languages, frameworks, methodologies you used

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## Remember This

Recruiters don't care what you **did**.

They care about the **impact** you created.

**Task + Metric + How + Why = Impact**