

LAUNCH PATH — SESSION 1

Deep Resume Transformation

90 Minutes to Build a Resume That Gets Interviews

"Your resume is a sales document, not a job description."

The Launch Path: 21-Day Blueprint

Your complete roadmap from resume to offer



Today's Agenda

0-10

The Asset Mindset Shift™

Stop begging for jobs—position yourself as an asset

10-25

The Me-in-We Extractor™

Strip away "we" language and claim YOUR impact

25-45

The Impact Bullet Builder™

Transform weak bullets using the 4-part formula

45-55

The Boring-to-Standout Upgrade™

Before/after transformations for your discipline

55-65

The Hidden Metrics Finder™

Find quantifiable impact when you don't have access

65-75

The Universal Translator™

Translate industry jargon + optimize for ATS

75-82

Passion Proof + Domain Translator™

Highlight voluntary work + translate across domains

82-90

The 4-Minute Tailored Bullet System™

Quick customization protocol + homework

METHOD 1

The Asset Mindset Shift™

"If you don't give me this internship, you're missing out on a huge opportunity."

I walked up to a recruiter at a career fair and said exactly that. Confident, not arrogant. I landed the internship.

The Shift: Stop acting like a beggar asking for a favor. Start positioning yourself as an asset companies should want to acquire.

Confidence Calibration

✗ Beggar Mindset

- "I hope they pick me"
- "I'll take anything"
- "Thank you for your time"
- Hands resume like homework
- Waits to be asked questions

✓ Asset Mindset

- "Let me show you what I bring"
- "Here's why I'm great for THIS role"
- "I'm excited about the mutual value"
- Leads with a question about their work
- Drives the conversation forward

This isn't arrogance—it's **accurate confidence**.

METHOD 2

The Me-in-We Extractor™

Stop hiding behind "we." Every bullet point must describe YOUR specific contribution.

 BEFORE (Hidden in "We"):

"We developed a mobile app for campus navigation"



 AFTER (Your Contribution):

"Designed and implemented the GPS tracking module using Swift, reducing location accuracy errors by 40%"

The Tactic: Strip away the "We." Describe the specific gear YOU designed, the code YOU committed, the analysis YOU ran.

METHOD 2

5 Extraction Techniques

1. The Responsibility Split

"We built the feature" → "I owned the frontend while my teammate handled backend"

2. The Initiative Claim

"We improved testing" → "I initiated automated testing protocols"

3. The Decision Driver

"We chose React" → "I evaluated 3 frameworks and recommended React"

4. The Problem Solver

"We fixed the bug" → "I identified root cause in the API layer"

5. The Delivery Owner

"We launched the product" → "I coordinated cross-team launch including QA sign-off and deployment"

Pro Tip: If you can't extract your individual contribution, it probably shouldn't be on your resume.

METHOD 3

The Impact Bullet Builder™

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

TASK

What you accomplished

METRIC

Quantifiable proof

HOW

Your specific approach

WHY

Business impact

X BEFORE:

"Maintained spreadsheets for test results."

✓ AFTER:

"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."

METHOD 3

The 4-Part Formula: Deep Dive

TASK — What You Accomplished

Start with an action verb. Be specific about what you delivered.

"Designed", "Built", "Led", "Created", "Developed", "Implemented"

METRIC — Quantifiable Proof

Numbers make impact concrete. Use %, \$, time saved, scale handled.

"40% improvement", "\$50K savings", "10x faster", "500+ users"

HOW — Your Specific Approach

Show your technical skills and methodology. Name the tools.

"using Python and Pandas", "via SolidWorks FEA", "through agile sprints"

WHY — Business Impact

Connect to business outcomes. Why should the company care?

"enabling faster product launches", "reducing customer churn", "supporting compliance"

Not every bullet needs all 4. Aim for 2–3 elements minimum.

METHOD 4

The Boring-to-Standout Upgrade™

🔧 MECHANICAL ENGINEERING

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"

⚡ ELECTRICAL ENGINEERING

Before: "Designed circuit boards for new products"

After: "Designed 4-layer PCB for IoT sensor module using Altium Designer, improving signal integrity by 25% and enabling UL certification on first submission"

🏗 CIVIL ENGINEERING

Before: "Managed construction project timelines"

After: "Led scheduling optimization for \$2.4M bridge renovation using Primavera P6, completing project 3 weeks ahead of deadline and avoiding \$45K in penalty fees"

💻 SOFTWARE ENGINEERING

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)"

METHOD 5

The Hidden Metrics Finder™

"But I don't know the business impact numbers!"

1 **Ask your manager or team lead**

"What was the business impact of [project]?"

2 **Check company dashboards/reports**

Quarterly reports, Jira stats, internal KPIs

3 **Calculate time savings**

$30 \text{ min/day} \times 5 \text{ people} \times 250 \text{ days} = 625 \text{ hours/year saved}$

4 **Use reasonable estimates with qualifiers**

"Reduced processing time by approximately 40%"

5 **Focus on scale instead of dollars**

"Supported 3 product lines", "Used by 50+ engineers daily"



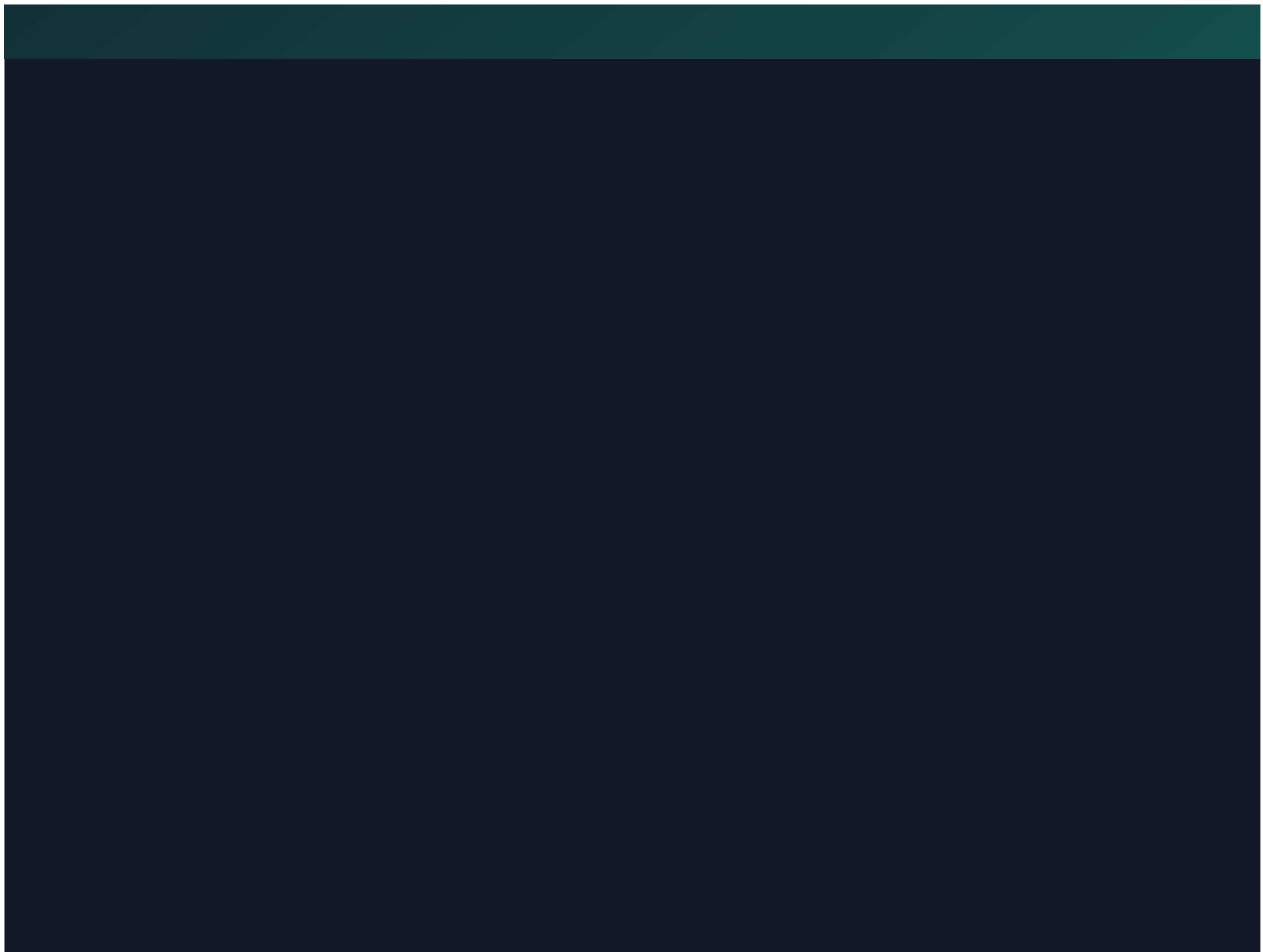
METHOD 6

The Universal Translator™

Candidates get pigeonholed. Recruiters see "Civil Engineering" and think "Not relevant." **The Jargon Audit fixes this.**

Industry Jargon ✗	Universal Competency ✓
"Pavement gradation analysis"	"Data-driven material analysis"
"Highway alignment design"	"CAD-based geometric optimization"
"AASHTO compliance verification"	"Regulatory compliance documentation"
"Traffic impact studies"	"Stakeholder-facing technical presentations"

Goal: Turn a niche candidate into a universal hire.



METHOD 7A

The Passion Proof Finder™

"What did I do that I didn't HAVE to do?"

 Side projects outside of class

 Competition teams or orgs

 Voluntary research with a professor

 Open source contributions

 Self-taught skills (certs, online courses)

 Personal blog or portfolio

Why It Matters: Recruiters see hundreds of resumes with identical coursework. Passion proof separates "interested enough to graduate" from "genuinely passionate about this field."

METHOD 7B

The Domain Translator™

Keep the **verbs** (skills), change the **nouns** (context).

 **Too Specific (Civil):**

"Designed concrete footing for highway bridge."



 **Abstracted (Universal):**

"Performed structural load analysis and stress testing for critical infrastructure."



 **Target (Tech):**

"Conducted stress testing and load analysis for high-availability systems."

The 3-Step Translation:

1. Identify the Skill → 2. Remove the Context → 3. Re-Apply Target Context

METHOD 8

The 4-Minute Tailored Bullet System™

You can't rewrite your resume for every job. But you CAN tailor it in 4 minutes.

1
MIN**THE SCAN**

Ctrl+F the Job Description for keywords (Python, Agile, Testing, Client-facing)

2
MIN**THE SWAP**

Move your most relevant bullet points to the TOP of each job entry. Relevance > Chronology.

3
MIN**THE VOCABULARY INJECTION**

If they say "Client-facing", change your "Talked to customers" to "Client-facing communication"

4
MIN**THE PDF EXPORT**

Save as [Name]_[Company]_[Role].pdf — 4 min × 15 companies = 1 hour, Scalable.

Your Homework

- 1 Rewrite ALL your resume bullets using today's methods
- 2 Complete "The Companion Cover Letter™" resource
- 3 Complete "The Company Research Deep Dive™" for 3 target companies
- 4 Review "The New Grad Friendly Company List™" and add to your target list

Session 2: Interview Strategy & Story Mastery

We'll build your story vault and master behavioral interviews

Key Takeaways

1. You're an asset to be acquired, not a beggar asking for a favor
2. Strip the "we" — every bullet describes YOUR contribution
3. Task + Metric + How + Why = Impact bullets
4. Translate jargon to universal competencies
5. 4-minute tailoring makes the Sniper Approach scalable

Your resume is now a weapon. 

See you at Session 2!