



LAUNCH PATH • Free Strategy Guide

# The Impact Equation Launch Guide

Transform Your Resume Bullets in 30 Minutes

---

Stop writing vague responsibilities. Start showcasing measurable impact that makes hiring managers stop scrolling and start calling.



**Mansour Manci**  
Career Coach & Founder, LaunchToLead

---

[LaunchToLead.io](https://LaunchToLead.io)

## THE PROBLEM

# Your Resume is Invisible

### What Most Engineers Write:

- ✗ "Developed features for web application"
- ✗ "Improved system performance"
- ✗ "Collaborated with team members"
- ✗ "Responsible for maintaining codebase"

### What Hiring Managers Need to See:

✓ **What** you did + **How** you did it + **Why** it mattered = **Measurable Impact**

**The truth:** Hiring managers spend 6–7 seconds on your resume. If they can't immediately see **measurable business impact**, you're invisible—no matter how talented you are.

## THE SOLUTION

# The Impact Equation

A 4-part formula that turns boring bullets into compelling evidence

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

## 1 Task

**What you did** (the action)

- "Redesigned manufacturing workflow"
- "Automated testing process"
- "Led safety protocol revision"

## 2 Metric

**Quantifiable result** (the number)

- "Reduced cycle time by 35%"
- "Cut defect rate from 8% to 2%"
- "Saved \$120K annually"

## 3 How

**Your approach** (the method)

- "Using Lean Six Sigma principles"
- "By implementing automated CI/CD"
- "Through cross-functional workshops"

## 4 Why

**Business impact** (the value)

- "Enabling on-time delivery for 12 clients"
- "Supporting company's ISO certification"
- "Freeing team for higher-value projects"

# Impact Bullets by Discipline

See how the formula works across different engineering fields



## 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)"

# "But I Don't Have Access to Metrics!"

Here's how to find or estimate impact numbers

## 5 Ways to Find Hidden Metrics

- 1 Ask your manager or team lead**  
"What was the business impact of [project]?" — They often have data you don't.
- 2 Check company dashboards/reports**  
Look at quarterly reports, Jira/project stats, or internal KPI dashboards.
- 3 Calculate time savings**  
"Saved X hours/week × Y weeks × \$Z hourly rate = \$Total saved"
- 4 Use conservative estimates with qualifiers**  
"Reduced processing time by approximately 30%" — Better than no number at all.
- 5 Count scope and scale**  
"Served 500+ users" or "Deployed across 3 facilities" — Scale is a metric too.

## Common Metrics by Category

### Time & Efficiency

- Hours saved per week/month
- Cycle time reduction %
- Projects completed ahead of schedule

### Cost & Revenue

- Cost savings (\$)
- Revenue generated/protected
- Budget managed

### Quality & Reliability

- Defect/error rate reduction
- Uptime/availability %
- Customer satisfaction scores

### Scale & Scope

- Users/customers served
- Team size led
- Systems/facilities impacted

## TRANSFORMATION EXAMPLE

# From Invisible to Irresistible

### BEFORE

Generic. Vague. Forgettable.

"Developed features for web application and improved system performance.  
Collaborated with team members to maintain codebase."



**Problem:** Zero specificity. No metrics. No business value. This bullet is invisible to hiring managers.

### AFTER

Specific. Measurable. Compelling.

"Redesigned API architecture using GraphQL and Redis caching, reducing response time by 60% and enabling real-time features for 50K+ concurrent users."

✓ **Task**

Redesigned API architecture

✓ **Metric**

60% faster response

✓ **How**

GraphQL + Redis caching

✓ **Why**

50K+ concurrent users supported

## The Result?

This engineer went from 2% response rate to 40%+ callback rate

# Transform Your Resume Right Now

Pick one bullet from your resume and apply the Impact Equation

## Your Original Bullet:

*Write your current bullet here...*

### 1. Task (What did you do?)

*Example: "Redesigned API architecture"*

### 2. Metric (What was the quantifiable result?)

*Example: "Reduced response time by 60%"*

### 3. How (What was your approach/method?)

*Example: "By implementing GraphQL and Redis caching"*

### 4. Why (What was the business impact?)

*Example: "Enabling real-time features for 50K+ concurrent users"*

## Your New Impact Bullet:

*Combine all 4 parts into one powerful sentence...*

**💡 Pro Tip:** Repeat this process for every bullet on your resume. Aim for 3–5 impact bullets per job role.

# You've Just Unlocked the Foundation

The Impact Equation is how you become visible. But there's more to landing your dream role than just a great resume.

## What's Next?

- **The Universal Translator:** Convert technical jargon into business value language
- **The High-Contrast Interview:** Turn interviews into compelling conversations
- **The Iceberg Protocol:** Prepare 5-star stories that close the deal

[Book a Free Strategy Call](#)

Questions? We're here to help.

[www.launchtolead.io/contact](http://www.launchtolead.io/contact)