

MY CONTINUED SUCCESS

“THE LORD  
WOULD WANT  
YOU TO BE  
SUCCESSFUL.

“He would. You are His sons and His daughters. He has the same kind of love and ambition for you that your earthly parents have. They want you to do well and you can do it.”

Gordon B. Hinckley

*Teachings of Gordon B. Hinckley (1997), 614*

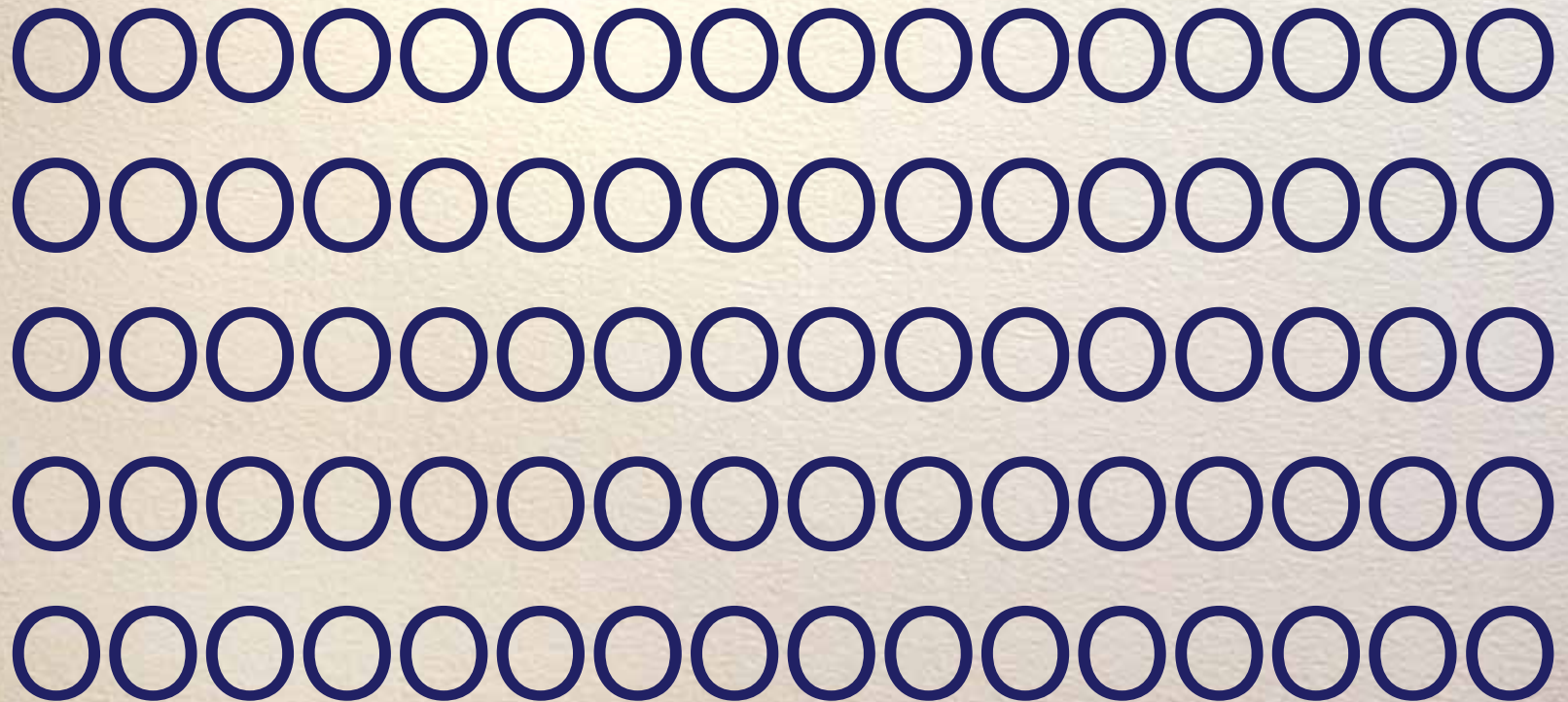


# **POWER STATEMENTS**

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**SHOWCASE YOUR RESULTS  
AND IDENTIFY YOURSELF AS  
A DESIRABLE CANDIDATE**

# **Use Power Statements to stand out from the crowd!**



# Crowd Control

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- Add *punch* to your resume
- Avoiding list of *expected* duties
- Shows *results* you can bring to this job

# **POWER STATEMENTS**

## **KEY TO:**

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- ESSENTIAL COMMERCIAL
- NETWORKING
- RESUMES
- INTERVIEWS
- FOLLOW UP
- NEGOTIATING
- JOB STABILITY

# Mastering Power Statements

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- 1. Identify your skills, achievements, & results
- 2. Know target employer needs
- 3. Match your skills, achievements, & results
- 4. Combine 1,2, and 3 into Power Statements

# EMPLOYER NEEDS

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- Increase profits !!
- Solve company problems
- Harmony in workforce
- Hard work & initiative

Translate your experiences into:  
Achievements/Results that benefit  
employer = Power Statements

## **Learning the employer's needs**

- Reading, Workshops, Coaching
- Networking
- Internet searching
- Be able to articulate your own skills, achievements and results
- Not rambling statements irrelevant to specific employer needs

# POWER STATEMENTS

## CARZ FORMULA

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- **C**ircumstance - situation
- **A**ction - and skill used
- **R**esult - results & benefits
- **Z**ing - enthusiasm

# CIRCUMSTANCE

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- When I worked for the Jones Box Co. I noticed that filing system was delaying delivery to customers

# ACTION & SKILL USED

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- I went to Bill Jackson, my supervisor, and suggested...He said draft a plan - I took it back to Bill Jackson & he approved - he & I shared with other workers for input

# RESULT

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- 20 % increase in product delivery time.
  - Customers were enthusiastic!
- Or if no % - Show you understand the need
  - Significantly improved delivery time

# ZING

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- I love the challenge of solving problems and getting results

Would you like another example!

# PROVE IT BY EXAMPLE

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- What have you done that can become an achievement/skill to share with the target employer -
  - That meets needs: profit; solve problem; harmony; work & initiative
  - e.g. Increased sales; improved productivity; reduced time; etc.

# LET'S PRACTICE

## **C A R Z Power Statements**

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- **C**ircumstance - situation
- **A**ction - and skill used
- **R**esult - results & benefits
- **Z**ing - enthusiasm

# **Use Power Statements in:**

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- Essential Commercial
- Networking
- Resumes / Interviews
- Follow up
- Negotiating
- Job Stability

**ESSENTIAL COMMERCIAL**  
**Power Statements woven**  

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**into an**  
**Essential Commercial**

**Answer Question**  
**“Tell Me About Yourself”**

**(See Handout)**

# **Essential Commercials**

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**based upon Power  
Statements are sound bytes  
that perk the listener's  
interest (not bore)- why?**

# RESUME EXAMPLE

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- **Office Manager, Jones Box Co.**
  - Redesigned filing system which significantly reduced product delivery time resulting in increased customer satisfaction

# RESUME EXAMPLES

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- Developed and modified protocol for cell culture techniques that improved accuracy of reading by 10%
- Developed & implemented a sales training package that resulted in 15% increased sales from new salesman over previous groups.
- Enhanced customer loyalty by contacting all customers to resolve potential complaints.

# **POWER STATEMENTS**

**Make these easier!**

**Essential Commercials,  
Networking, Resumes,  
Interviews skills, Follow up,  
Negotiating, Job Stability**

# **GET AN EDGE**

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- **MAKE TIME TO MASTER POWER STATEMENTS**
- **POWER STATEMENTS ARE THE KEY TO SUCCESS**