

Power Statements

- Showcase your results
- Identify yourself as a desirable candidate
- Standout from the crowd

Mastering Power Statements

1. *Identify* your skills, achievements and results
2. Know target employer's *needs*
3. *Match* your skills, achievements and results to each need
4. Combine 1,2 and 3 into Power Statements

Employer needs

- ▶ Increase profits!
- ▶ Solve company problems
- ▶ Harmony in workforce
- ▶ Hard work & initiative
- ▶ How do I know?
 - Information from reading, workshops
 - Networking and Internet searching

"CARZ" Formula

- ▶ **Circumstance:** what was happening
- ▶ **Action:** what you did extra
- ▶ **Result:** what happened after
(benefit)
- ▶ **Zing:** enthusiasm

Circumstance

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

Action & Skill Used

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

Result

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

Zing!

- ▶ I love the challenge of solving problems and getting results

Would you like another example?

Resume Example

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

Resume Examples

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

Use Power Statements in:

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

Power Statements

- Let's write yours now!
- Remember to:
 - Showcase your results
 - Identify yourself as a desirable candidate