

COMPANION CAREER TOOL

Career Evidence Tracker

Don't just build capability. Capture the evidence that you used it.

Bigger roles are easier to justify when you can show what you've already done. Use this tracker to capture evidence as it happens — not six months later when someone asks what you've accomplished.

WHAT COUNTS AS EVIDENCE?

CUSTOMER OUTCOMES

Improved an outcome, relationship, confidence, or customer experience.

BUSINESS IMPACT

Protected revenue, supported growth, reduced cost, improved margin, or identified opportunity.

DELIVERY LEADERSHIP

Improved execution, resolved a difficult problem, reduced risk, or led through complexity.

INTERNAL LEADERSHIP

Aligned teams, influenced without authority, improved a process, or helped others succeed.

EXPANDED RESPONSIBILITY

Owned something outside your original role or became the person others relied on.

RECOGNITION

Customer feedback, leadership feedback, awards, emails, metrics, or other evidence.

Don't wait for something extraordinary. Consistent evidence of operating differently is the point.

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My Evidence Log

DATE	SITUATION / CHALLENGE	WHAT I DID	RESULT / EVIDENCE	CAPABILITY DEMONSTRATED

LOOK FOR THE PATTERN

The capability I'm demonstrating most often:

The type of value I'm creating most often:

Where my responsibility has expanded:

Evidence other people would recognize — not just me:

What is still missing from my evidence:

SAVE THE PROOF

- ☐ Customer feedback
- ☐ Metrics/results
- ☐ Project/account outcomes
- ☐ Expanded responsibilities
- ☐ Leadership feedback
- ☐ Emails/messages
- ☐ Recognition/awards
- ☐ Other: _____

Your next role shouldn't depend on someone remembering what you've done.

WHAT TO DO NEXT

Use the Next-Role Readiness Plan.

Compare the evidence you've accumulated with what the role you want actually requires.