

# CONTROL YOUR CAREER

## STEP 1: Demonstrate Your Impact

THE PROBLEM: Proving that you are the best person for the job.

This chapter is first because it is the most important part of your job search. Period.

During your job search you may hear that you need to show on your resume (and LinkedIn profile) that you're the better candidate and how to demonstrate why.

But how exactly do you do that?

Impact is the most important part of your resume, your LinkedIn profile, your cover letter, your professional biography, and your interviews. It's even important if you have your own website.

And yet 99% of these materials are missing impact.

Why?

Most job seekers—from college graduates to CEOs—describe what they do or have done. They describe their actions. Almost no one talks about the impact of those actions.

The impact is how your actions improved the company or organization. You want to show how your actions, expertise, and skills made each company / organization better. This is what appeals to the hiring team.

MYTH: Your passion, actions, and skills are enough to get you an interview.

Your actions and skills are the same or very similar to your competition. Everyone who does what you do, everyone who applies to the same jobs that you want to apply to, all have the same skills and do what you do. Therefore, you will not stand out and you will not be memorable if you simply put your skills and your actions on your resume (and LinkedIn profile).

Many people think that expressing passion, hard work, and getting the job done get you noticed, but they simply don't. Everyone claims passion, everyone works hard, and everyone has to do their job. Job seekers, even at the highest levels, don't know how to think beyond their actions and show the results of their actions.

### Terms Not To Use

Here is a list of commonly used terms that people use to get noticed that are actually not helpful at all:

- Passion
- Good communicator
- Innovative
- Transformational
- Entrepreneurial
- Computer skills

- Detail-oriented
  - Organized
  - Work well with others
  - Dedicated: Put in long hours
- So if you want to get noticed, don't use any of the above words.

### What Is Impact?

Impact is different. Showing how your expertise and your experience made the company better differentiates you. That's what the hiring team wants to know about. How will you make the company better after you're hired? That information makes you stand out.

You may have been instructed to tell a story about your accomplishments (e.g. STAR, SAR, SOAR techniques), but stating impact can be even easier than that.

THE SOLUTION: Write impact statements for each position.

Let's break down impact statements into two easy parts.

**Part 1:** State the impact first. For every statement in the Experience section of your resume and LinkedIn profile ask yourself:

- How did I add/contribute to revenue?
- How did I improve a process or procedure?
- How did my work benefit a client? How did I make their life easier?
- How did my work save the company time and/or money?
- How did I develop/expand the business?
- How did I increase the customer base?
- How did I improve/enhance a project?
- How did I solve a problem?
- How did I enhance teamwork?
- How did I improve policy? Compliance?
- How did I influence someone to make a better decision?
- How did I use data or research to improve something or solve a problem?

The answers are your impact. This is your unique value-add.

You are not going to be able to answer every one of these questions for every position in your Experience section, but this list will give you good food for thought. I'll bet that by asking yourself these questions after every statement you'll come up with more details and juicier information than you ever thought possible.

How do you use this information to get what you deserve?

Let's have a quick chat so you can get:

- Hired faster
- More money
- An environment where you want to be

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