

YOUNGALUMNITIPS

Nebraska Alumni Association

For more resume and job search tips, visit <http://huskeralum.org/career/tips.shtml>

Resume Tip: Outcomes vs. Activities

by Kyle Bruss

The proverbial nails on a chalkboard of resume faux pas – listing the activities you performed for a job rather than the outcomes you created.

I had a resume today of a freshly minted graduate. His job experience read like this: “Sales Consultant – Big Retailer in the Mall – Developed customer relationships, product knowledge of all merchandise, handled money at registers, coordinated new clothing lines.”

The brilliant flash of the obvious here is that almost every sales consultant who has ever worked for a retailer at the mall has performed these duties. Using precious space to explain a role all recruiters know is a waste of good resume space. Great resumes focus on outcomes in the job experience section – things like, “exceeded sales goals by 115%, consistently ranked in top 10 of all sales consultants, proficient knowledge of 3,450 merchandise items” Wow! Now that’s impressive.

Focus on outcomes, not activities, when explaining your work experiences. When done effectively, the recruiter can imagine you in the role she is working to fill.

Kyle Bruss is a UNL graduate and Director of Talent Acquisition at Talent Plus, Inc., an international human resources consulting firm in Lincoln, Neb.

