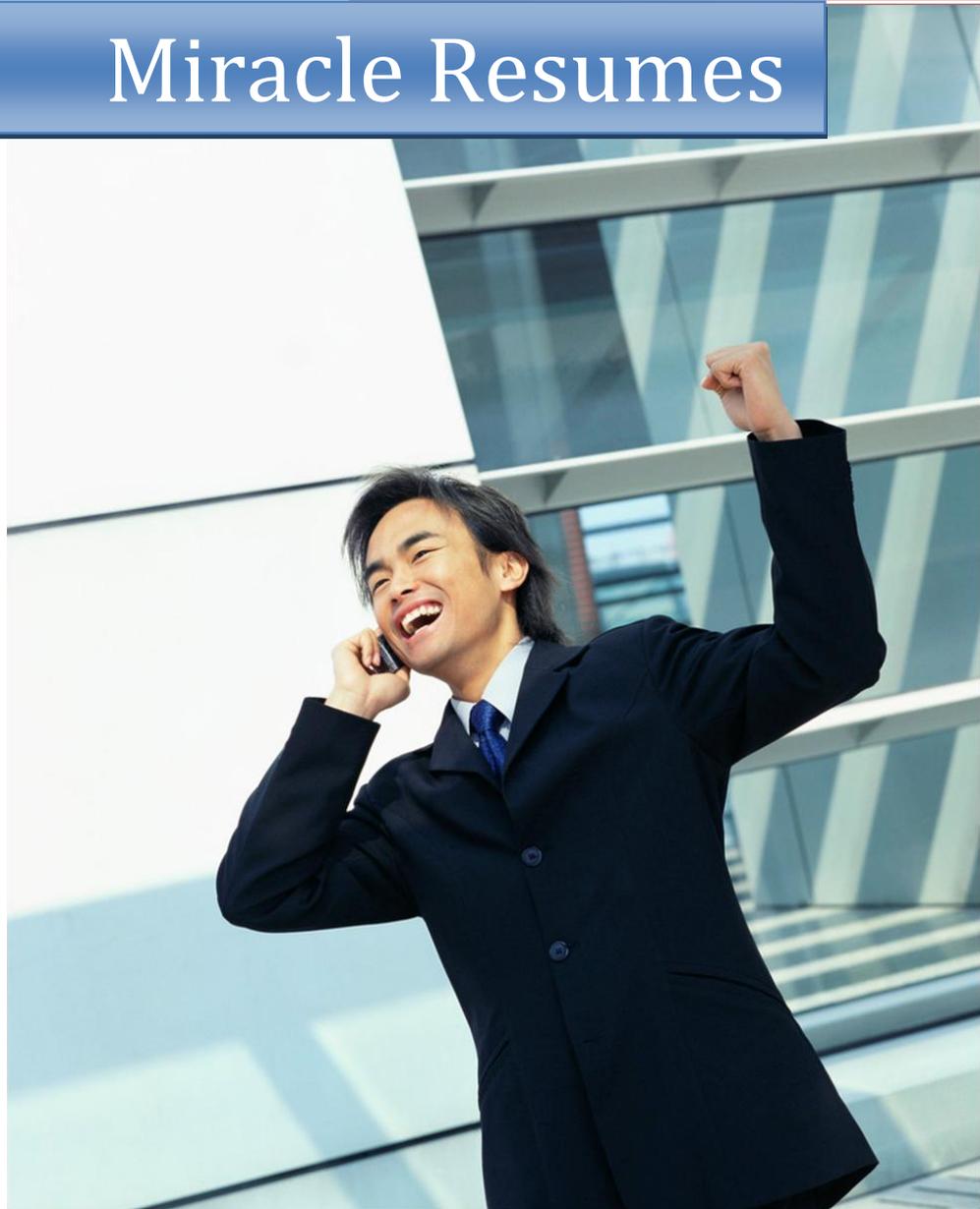


2010

# Miracle Resumes



Alan Hill, The Miracle Worker

SRK, Inc

2/14/2010

# **Miracle Resumes**

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# “I Just Got Laid Off – Now What?”

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*A job seeker in the IT field recently confided to another that he felt as if his company had told him he was no longer a good Database Analyst.*

*The second job seeker told him that since he'd lost his job, he was correct, he was no longer a good Database Analyst. In fact, he was no longer an 'anything'.*

*However, since he also knows other computer systems he should look for work in those areas, since his experience would translate.*

*The first job seeker had an opportunity to upgrade his identity and quite possibly, upgrade his income.*

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## *Emotional Job Loss*

No matter what, we're rarely ready for the emotional loss of a layoff. Even if we see it coming, the event can often be as emotionally traumatic as losing a loved one. The stages of grief as explained by Elisabeth Kübler-Ross, M.D. in her book "*On Death And Dying*", are the same ones we go through during a job loss, including Anger, Denial, Bargaining and finally, Acceptance.

What this means for us as a job seeker is perhaps the best thing we can do for our job search is **not** to search, at least not right away. Because if we're in our anger state, even if it's not aimed at our last employer, it still comes across in our interactions with others, including hiring managers. During interviews, others will naturally assume that we're angry at our last employer which means they won't hire us.

What can we do? Give ourselves permission to grieve and manage the process. This might mean finding someone to listen while we vent, or doing stress relieving activities such as walking, deep breathing or volunteering.

The first step in our job search may be to not look for work, but to look for help and to connect with others.

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*If we're in our anger state, even if it's not aimed at our last employer, it still comes across in our interactions with others, including hiring managers.*

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# Stop Looking For A Job

## *Start Looking For Problems To Solve*

Everyone knows the job market is a buyer's market. Job seekers know it and Employers know it. Strategies that worked in a seller's market (like just sending in a resume) don't work. The first step in the job search is to identify your value and answer the question 'Why should I hire you?' Even if it's not being asked, Employers are wondering why they should choose you over the hundreds of candidates that have applied.

The best advice for today's job market, stop looking for a job, start looking for problems to solve.

What to do? Speak their language – tell them what problems you've solved for other employers, and how you will help them by taking ownership of solving their problems – once they hire you.

Regardless of what job you want, the first step in setting ourselves apart from other job seekers is to stop looking for a job and start looking to solve problems.



*Regardless of what job you want, the first step in setting ourselves apart from other job seekers is to stop looking for a job and start looking to solve problems.*

# What Makes A Good Resume?

## *What Hiring Managers Look For*

When HR managers scan a resume, they look for evidence that you can do the job. They look for other clues such as no unexplained gaps in work history, but primarily they are looking for reasons to eliminate your resume from the pile. Even worse, they're doing it quickly, usually within 15 to 30 seconds.

That's right, you have mere seconds to communicate you can do the job.

By using a resume format that allows them to see what they expect to see, you can speed up their process. Remember, they look at hundreds of resumes for each job, they're very good at finding what they need or rejecting resumes that don't fit.

Your resume can make this first cut easily. Use a template appropriate for your position. There are literally hundreds of resume books out there that will help you with formatting, what content should be first, etc. Find a book that you like and use it. Or you can use Microsoft Word resume templates. They are available for free online at <http://office.microsoft.com>.

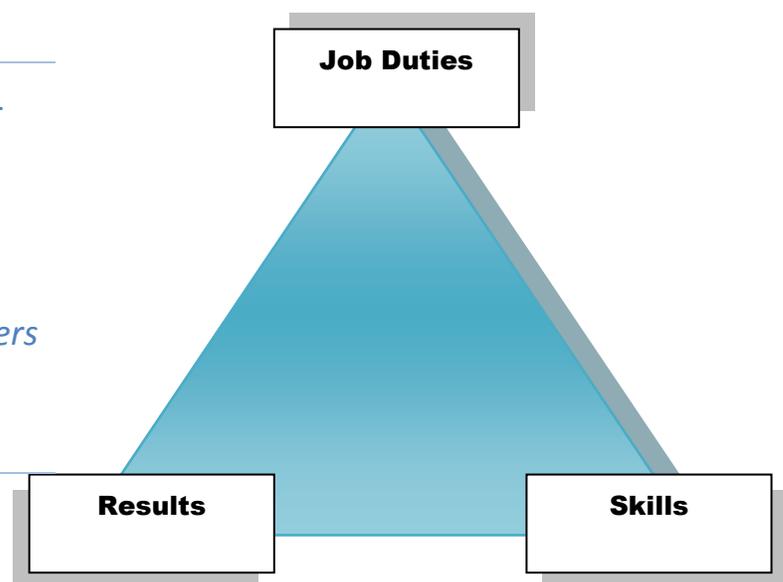
There are 3 critical elements that **MUST** be part of your resume to communicate you can do the job. They are: Job Duties, Results (or accomplishments) and Skills.

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*3 critical elements of your  
resume are:*

*Your job duties,  
results you obtained for others  
and Your job skills*

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# What Makes A Good Resume Great?

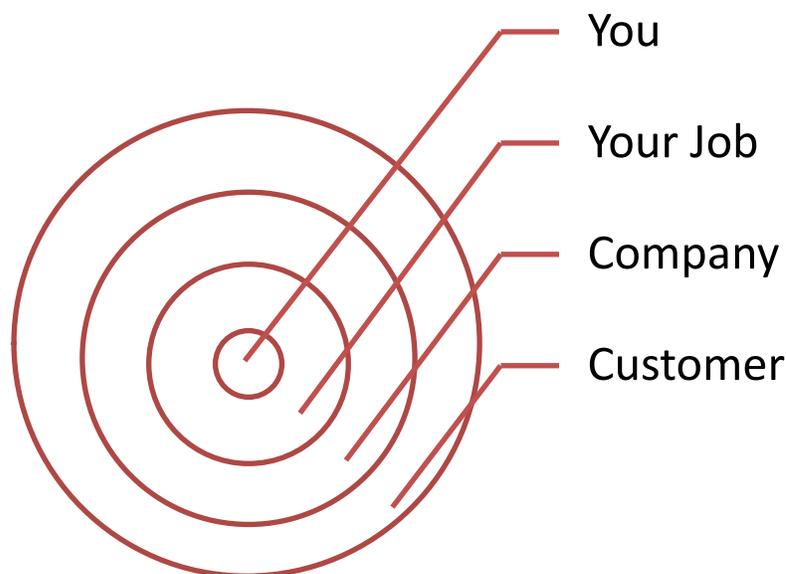
## *Who Benefitted From Your Good Work?*

Results are the critical defining factor for HR professionals and Hiring Managers. In today's job market they are looking for people who can solve their problems, not just people who have the required skills. As a job seeker, you should assume that **every** resume hiring managers see today has the required skills and work history. That's not how you stand out, or get noticed. Having required skills is how you *don't get eliminated*.

Think of it, if every resume they see has the required skills and work experience, then what separates your resume from those? It's not what you did, it's what you did for others that matters to them.

**Results are what they DON'T see on the other resumes. This is good news for you.**

To find results, first take the focus off of you. Ask yourself who benefitted from the problems you solved for others?



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### *Exercise*

*As you determine how you've made contributions to your company, look to areas besides what you did. For each accomplishment (or problem) ask yourself, "who benefitted by what you did"?*

*Perhaps you improved your personal productivity, or your job was improved. Or perhaps as a result of your efforts your customers received better service.*

*Remember, you don't necessarily need to find an improvement in every area every time. This gives you multiple improvement areas to focus on beyond just what you did.*

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# Got Problems? (PAR+S)

*Problems Are The Source Of a Great Resume And A Great Job Offer!*

You're not being hired just to do a job, you're being hired to solve problems. We show our problem solving skills by explaining problems we solved for others. Unfortunately, without some planning, we can tend to ramble when someone asks 'what problems did you solve?' The way to prevent that is to think ahead.

We use the Problem, Action, Result (PAR) plus Skills (S) process to get maximum value from our work stories. Ideally we find a partner to help us 'unstick our brain' and ask us the following questions (each time probing deeper into the real meaning)

Think of a problem you solved at work:

- What was the problem? (Problem)
- What did you do? (Action)
- What happened? (Result?)

Our goal is to have 4 – 5 problem stories per job on our resume MINIMUM! This gives us a lot of flexibility when it comes to explaining our value.



*Tip:  
This can be a long,  
sometimes exhaustive  
process.*

*Plan for breaks or several  
sessions to reach the goal  
of 5 PAR statements per  
job.*

*Example:*

**Problem:** "Part failure caused a manufacturing plant to risk a 6 week shutdown"

**Action:** "I called the competition and had them send me a reserve part"

**Result:** "Saved \$2 Million in plant shutdown and cut downtime from 6 weeks to 24 hours"

**Skills:** "Negotiation, Responsibility, Ownership, Creativity, Problem Solving"

**Resume statement:** "Saved \$2 Million and averted a 6 week plant shutdown through problem solving and negotiation skills"

# Be The Miracle!

## Make Them Notice Your Resume

A manufacturing Operations Manager listed as his objective:

*"If your manufacturing operation is in chaos, I want to help solve it"*

A Financial Controller listed his objective as *"To solve the reporting challenges of Sarbanes Oxley for a Major Medical Device Company"*

Today, many resume experts advise that you don't put an objective on your resume.

This is good advice - if your objective sounds like "To find a career enhancing position with great health benefits, tuition reimbursement and an opportunity to grow professionally". Of course, no one would put this as their objective, but if your objective is all about what you want, then you're defeating your purpose, which is to help someone solve a problem.

**Instead, forget about what you want. Focus on the problems you want to be hired to solve, and who you want to solve them for.**

Title	
Title	
Title	

Challenge #1	
Challenge #2	
Challenge #3	

*Focus on the problems you want to be hired to solve & who you want to solve them for.*

### Exercise

1. Top 3: Who do you want to work for? Specific job titles – Are they the VP of Marketing? Retail Operations Manager? Director of IT?
2. Top 3: Challenges they face? – International marketing? Productivity increases? Validation from CEO's?

Put these into Objective statements like these examples:

**Objective:** "To help [Title] solve the challenge of [Challenge]"

**Objective:** "To eliminate [Challenge] for [Title]"

**Objective:** "To solve [Challenge] challenges for [Title]"

# Be The Magician!

## *Make Your Resume As Amazing As You Are*

Is your resume selling you, or is it selling you short? Now that you've got a compelling message of accomplishments, we need a compelling way to say it.

Something impactful – since hiring managers spend less time with your resume than a 30 second commercial on television. Don't however, reveal the secret of HOW you do it. Be like a magician, they never reveal the secret of how they do a trick. Neither should you.

How? By assembling a resume formula for statements that makes sense to our audience.

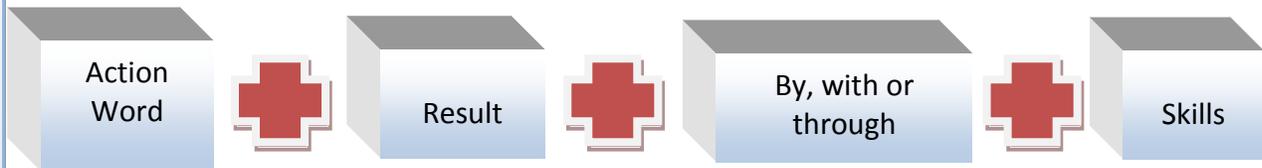
Something that causes them to take notice of our content, not just skim through it.

The formula is:

**[Action Word] + [Result] + [Connector Word] + [Skill] + [Skill] + [Skill]**

Or if the job is 'people oriented' we can use this formula:

**[Action Word] + [Result] + [Connector Word] + [Value] + [Value] + [Value]**




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**Action Words:** *Accomplished, Achieved, Adapted, Built, Coached, Collaborated, Communicated, Customized, Defined, Discovered, Documented, Earned, Evaluated, Fixed, Formalized, Formed, Gained, Generated, Guided, Handled, Helped, Identified, Implemented Improved, Joined, Judged, Launched, Learned, Led, Maintained, Managed, Mentored, Monitored, Motivated, Negotiated, Organized, Participated, Persuaded, Predicted, Prevented, Produced, Proposed, Recognized, Recommended, Reduced, Repaired, Resolved, Revised, Saved, Served, Solved, Standardized, Suggested, Supported, Trained, Transformed, Translated, Upgraded, Verified, Volunteered, Wrote*

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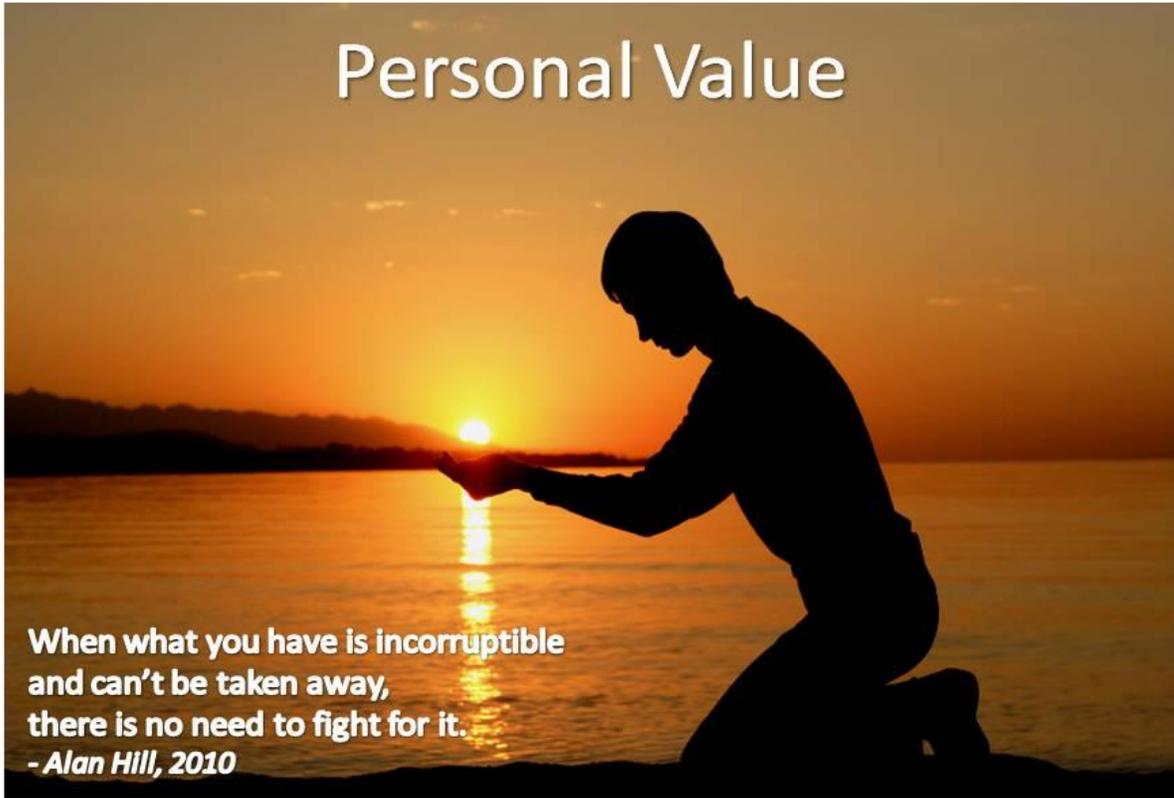
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**Skills:** *Adapting new procedures, Administration, Advising, Analytical, Assembly, Attention to detail, Bringing people together, Budgeting, Coaching, Collecting, Communicating with children, Counseling, Creative, Delegating, Distributing products, Drawing diagrams, Driving, Entertaining, Financial management, Handling Complaints, Inspecting, Interpreting languages, Inventing products, Implementing, Leading, Listening, Meeting deadlines, Motivating, Persuading, Planning events, Prioritizing, Problem Solving, Promoting, Proposing ideas, Public Speaking, Raising funds, Remaining calm in a crisis, Responsible, Self Motivated, Selling, Setting goals, Teamwork, Working with government, Writing, Relating to People, Serving others*

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# Worksheets

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Problem Action Result + Skills

Problem

Action

Result

Skills

Title

Title

Title

Challenge  
#1

Challenge  
#2

Challenge  
#3

**Exercise**

1. List specific job titles of who you want to work for – Are they the VP of Marketing? Retail Operations Manager? Director of IT?
2. What are the top 3 challenges they face? – International marketing? Productivity increases? Validation from CEO's?

Put these into Objective statements like these examples:

**Objective:** "To help [Title] solve the challenge of [Challenge]"

**Objective:** "To eliminate [Challenge] for [Title]"

**Objective:** "To solve [Challenge] challenges for [Title]"

# Action Words

## **Communicatio n/ People Skills**

Addressed  
Advertised  
Arbitrated  
Arranged  
Articulated  
Authored  
Clarified  
Collaborated  
Communicated  
Composed  
Condensed  
Conferred  
Consulted  
Contacted  
Conveyed  
Convinced  
Corresponded  
Debated  
Defined  
Developed  
Directed  
Discussed  
Drafted  
Edited  
Elicited  
Enlisted  
Explained  
Expressed  
Formulated  
Furnished  
Incorporated  
Influenced  
Interacted  
Interpreted  
Interviewed  
Involved  
Joined  
Judged  
Lectured

Listened  
Marketed  
Mediated  
Moderated  
Negotiated  
Observed  
Outlined  
Participated  
Persuaded  
Presented  
Promoted  
Proposed  
Publicized  
Reconciled  
Recruited  
Referred  
Reinforced  
Reported  
Resolved  
Responded  
Solicited  
Specified  
Spoke  
Suggested  
Summarized  
Synthesized  
Translated  
Wrote

## **Creative Skills**

Acted  
Adapted  
Began  
Combined  
Composed  
Conceptualized  
Condensed  
Created  
Customized  
Designed  
Developed  
Directed

Displayed  
Drew  
Entertained  
Established  
Fashioned  
Formulated  
Founded  
Illustrated  
Initiated  
Instituted  
Integrated  
Introduced  
Invented  
Modeled  
Modified  
Originated  
Performed  
Photographed  
Planned  
Revised  
Revitalized  
Shaped  
Solved

## **Data/Financial**

### **Skills**

Administered  
Adjusted  
Allocated  
Analyzed  
Appraised  
Assessed  
Audited  
Balanced  
Budgeted  
Calculated  
Computed  
Conserved  
Corrected  
Determined  
Developed

Estimated  
Forecasted  
Managed  
Marketed  
Measured  
Netted  
Planned  
Prepared  
Programmed  
Projected  
Qualified  
Reconciled  
Reduced  
Researched  
Retrieved

## **Helping Skills**

Adapted  
Advocated  
Aided  
Answered  
Arranged  
Assessed  
Assisted  
Clarified  
Coached  
Collaborated  
Contributed  
Cooperated  
Counseled  
Demonstrated  
Diagnosed  
Educated  
Encouraged  
Ensured  
Expedited  
Facilitated  
Familiarized  
Furthered  
Guided  
Helped  
Insured

Intervened  
 Motivated  
 Prevented  
 Provided  
 Referred  
 Rehabilitated  
 Represented  
 Resolved  
 Simplified  
 Supplied  
 Supported  
 Volunteered

**Management/Leadership Skills**

Administered  
 Analyzed  
 Appointed  
 Approved  
 Assigned  
 Attained  
 Authorized  
 Chaired  
 Considered  
 Consolidated  
 Contracted  
 Controlled  
 Converted  
 Coordinated  
 Decided  
 Delegated  
 Developed  
 Directed  
 Eliminated  
 Emphasized  
 Enforced  
 Enhanced  
 Established  
 Executed  
 Generated  
 Handled

Headed  
 Hired  
 Hosted  
 Improved  
 Incorporated  
 Increased  
 Initiated  
 Inspected  
 Instituted  
 Led  
 Managed  
 Merged  
 Motivated  
 Navigated  
 Organized  
 Originated  
 Overhauled  
 Oversaw  
 Planned  
 Presided  
 Prioritized  
 Produced  
 Recommended  
 Reorganized  
 Replaced  
 Restored  
 Reviewed  
 Scheduled  
 Secured  
 Selected  
 Streamlined  
 Strengthened  
 Supervised  
 Terminated

**Organizational Skills**

Approved  
 Arranged  
 Catalogued  
 Categorized

Charted  
 Classified  
 Coded  
 Collected  
 Compiled  
 Corrected  
 Corresponded  
 Distributed  
 Executed  
 Filed  
 Generated  
 Incorporated  
 Inspected  
 Logged  
 Maintained  
 Monitored  
 Obtained  
 Operated  
 Ordered  
 Organized  
 Prepared  
 Processed  
 Provided  
 Purchased  
 Recorded  
 Registered  
 Reserved  
 Responded  
 Reviewed  
 Routed  
 Scheduled  
 Screened  
 Submitted  
 Supplied  
 Standardized  
 Systematized  
 Updated  
 Validated  
 Verified

**Research Skills**

Analyzed

Clarified  
 Collected  
 Compared  
 Conducted  
 Critiqued  
 Detected  
 Determined  
 Diagnosed  
 Evaluated  
 Examined  
 Experimented  
 Explored  
 Extracted  
 Formulated  
 Gathered  
 Inspected  
 Interviewed  
 Invented  
 Investigated  
 Located  
 Measured  
 Organized  
 Researched  
 Reviewed  
 Searched  
 Solved  
 Summarized  
 Surveyed  
 Systematized  
 Tested

**Teaching Skills**

Adapted  
 Advised  
 Clarified  
 Coached  
 Communicated  
 Conducted  
 Coordinated  
 Critiqued  
 Developed  
 Enabled

# Action Words

Encouraged  
Evaluated  
Explained  
Facilitated  
Focused  
Guided  
Individualized  
Informed  
Instilled  
Instructed  
Motivated  
Persuaded  
Simulated  
Stimulated

Taught  
Tested  
Trained  
Transmitted  
Tutored

## **Technical Skills**

Adapted  
Applied  
Assembled  
Built  
Calculated  
Computed  
Conserved

Constructed  
Converted  
Debugged  
Designed  
Determined  
Developed  
Engineered  
Fabricated  
Fortified  
Installed  
Maintained  
Operated  
Overhauled  
Printed

Programmed  
Rectified  
Regulated  
Remodeled  
Repaired  
Replaced  
Restored  
Solved  
Specialized  
Standardized  
Studied  
Upgraded  
Utilized

Adapting new procedures  
 Administration support  
 Administering programs  
 Advising people  
 Analytical  
 Applying information  
 Applying knowledge  
 Assembling products  
  
 Attention to details  
 Auditing  
 Bringing people together  
 Budgeting  
 Calculating  
 Checking for accuracy  
  
 Clerical  
 Coaching people  
 Collecting money  
 Communicating with children  
  
 Communicating  
 Competence  
 Compiling data  
 Completing forms  
 Comprehension  
 Confronting people  
 Considering the opinions of others  
 Counseling people  
 Creating Ideas  
 Creating a positive work environment  
  
 Creative  
 Customer service  
 Decision making  
 Delegating tasks  
 Desirable traits  
 Distributing products  
 Drawing plans and diagrams  
 Driving  
 Digesting Information  
 Editing  
 Enforcing rules and policy

Entertaining  
 Evaluating performance  
 Financial management  
 Finding answers  
 Following instructions  
 Gaining the confidence of others  
 Generating new business  
 Handling Complaints  
 Imagination  
 Inspecting buildings  
 Inspecting objects  
  
 Intelligent  
 Interviewing job candidates  
 Interviewing and questioning people  
 Interpreting information  
 Interpreting languages  
 Inventing ideas  
 Inventing products  
 Implementing new policy and procedures  
  
 Leader  
 Listening  
 Making sacrifices to reach goals  
  
 Management  
 Manipulating numbers  
 Meeting deadlines  
 Motivating people  
 Negotiating  
 Organizing workspace  
 Performing demonstrations  
 Persuading people  
 Planning meetings/events

Prioritizing tasks  
 Problem Solving  
 Professional Knowledge  
 Profit oriented  
 Providing customer services  
 Promoting products or services  
 Proposing ideas  
 Public Speaking  
 Reading  
 Raising funds  
 Remaining calm in a crisis  
 Reaching beneficial conclusions from research  
 Research  
  
 Responsible  
 Seeing different points of view  
  
 Self Motivated  
 Selling  
 Setting goals  
 Sorting data  
 Spreading optimism  
 Summarizing information  
 Taking action  
  
 Teamwork  
 Technical  
 Working with government regulations  
 Working with hands  
 Writing  
 Writing Reports  
 Recognizing problems  
 Relating to People  
 Rehabilitating People  
 Serving others  
 Setting Standards  
 Troubleshooting  
 Visualizing

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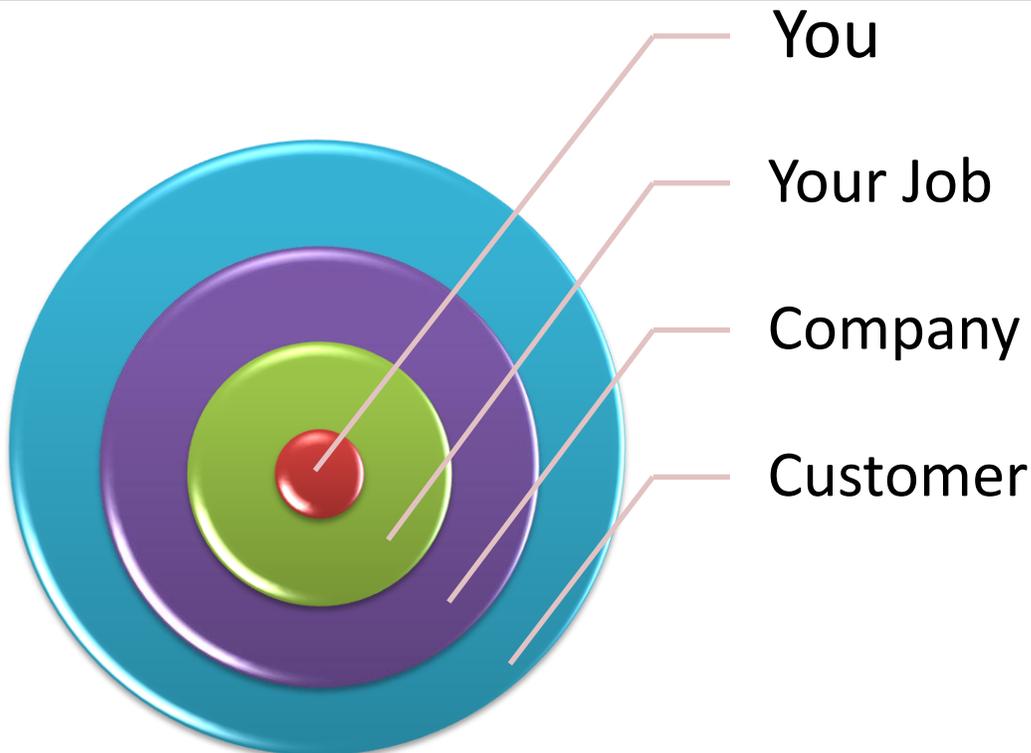
**Exercise**

*As you determine how you’ve made contributions to your company, look to areas besides your job description. For each accomplishment (or problem) ask yourself, “who benefitted by what you did”?*

*Perhaps you improved your personal productivity, or your job was improved. Or perhaps as a result of your efforts your customers received better service.*

*Remember, you don’t necessarily need to find an improvement in every area every time. This gives you multiple improvement areas to focus on beyond just what you did.*

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*List all the ‘gifts’ people gave you at work – either because you were more proficient at the task or your special talents allowed you to achieve better results faster than your co-workers.*

*There are 5 problems common to every business. What categories does your problem fall into?*

*Cheaper – Cost and Revenue, Increase Sales, Lower Costs and Budgets*

*Faster – Speed To Market, Productivity, Efficiency*

*Better – Higher Quality Products and Services, (Including Customer Service Quality)*

*More – Capacity, Bandwith, New Functionality, New Market Segments, Global Growth*

*People – Morale, Turnover, Training, Skill Upgrading*

*Classify the problems you solved for others in these categories. Your next employer is struggling with these same challenges – Be sure to showcase your past successes in terms they understand will help them with the challenges they face*

**BE THE PROBLEM SOLVER - NOT A JOB SEEKER!**

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