**Creating SMART content for impact bullets** 

THINK STRATEGICALLY

Writing impact bullets starts with thinking about your experiences differently. Thinking more broadly, a more strategic, big picture, point of view, and understanding the value in the position and how it aligned with the overall business strategy is the first step to capturing more relevant and transferable skill content.

It’s also thinking more specifically about what you were doing, why you were doing it and were you added value or made an impact; using descriptive language to illustrate your contributions and accomplishments.

By going through this exercise, you will begin to capture the key pieces of information from a specific experience that you can pull together and use to draft your impact bullets.

What are you specifically doing?

Why are you doing it?

Who is it important to? Why?

Did you resolve problems? What were they? How did you do that?

Did you engage with customers? Other teams?

Were you given additional responsibilities?

Did you train or supervise anyone?

Did you lead a project or take initiative on your own?

Did you do research? Produce a report? Or recommendations?

Were decisions made?

What were the results?

What was the impact of your work?

Specific examples

Details

Industry terms

Software/Systems

Be descriptive

Descriptive Language

Analytical

Problem-Solving

Planning

Facilitate

Leadership

Organized

Collaborative/Team

Innovative

Creative

Skills Used

1.

2.

3.

4.

5.

Impact Questions

#’s within time

% wkly, daily

$ hrly, etc.

Increase/decrease

Metrics & Timeframe

Task & Responsibilities

**Impact Bullet Writing Worksheet** 

Position/title:

Have you had more than one position with this employer? If yes, what position? :

**Responsibilities & Tasks:** **Impact Questions:**

1. What were you doing specifically?

2. What was the process from start to finish?

3. Why was it important? To whom?

4. Where decisions made based on your work?

5. What impact did you make? Add value?

6. Did you receive recognition? For what?

7. Did your efforts make something better?

 Did you improve something? Reduce waste?

 Did you prepare reports? For who? Why?

 Have you been given additional responsibilities?

 Train others? Or open/closing responsibilities?

**Skills Used:**

What skills did you use for the above tasks or accomplishments?

*Ex.* *Quantitative analysis, problem-solving, communication, organization, planning, management, leadership?*

1.

2.

3.

**Industry Terminology & Descriptive Language**:

How would you describe your company/organization services or products?

How would you describe the customer base? Ages?

What systems or software did you use? How? For what process?

What terms are used in industry to reflect this task or process?

Does your title clearly reflect your role and responsibilities?

**Metrics & Timeframe**: Using #’s, % & $ to increase impact

Where can you quantify in this position?

What categories can you think of that show scale? Impact? Improvements?

How long did it take for you to complete project?

# of: Within: (hours, daily, weekly, monthly)

# of: How often/Frequency?

# of: % increase/decrease:

Amount of Sales: $ % accuracy: