



Showing your value in your résumé and LinkedIn profile is vital to securing an interview.

Too many résumés and LinkedIn profiles are full of a laundry list of responsibilities. **The main problem with featuring responsibilities is that it does not go to the value question: why should I employ you over and above the other applicants and candidates for the same role?**

Make it clear to the Recruiter and Hiring Manager why they should seriously consider you, and **what you have been doing with those responsibilities you have been tasked with.**

So how do you demonstrate value?

Draw from the **SMART** goal paradigm of:

- Specific
- Measurable
- Achievable
- Realistic
- Time Bound

However, to only **use three of the initials, namely SMT:**

- Specific
- Measurable
- Time Bound

So instead of featuring a responsibility like:

Responsible for implementing the introduction of the company sustainability program.

Use the SMT paradigm so your achievements show the specific, measurable, and time-bound value you contributed:

Designed and executed the corporate sustainability program, significantly reducing energy consumption and carbon emissions resulting in savings over \$1.5 million in Year 1 and \$2 million in Year 2.



Depending on how commercially sensitive value statements might be, you can use relative value statements (expressed most often as a percentage) or absolutely value statements, in terms of a specific number.

Use the ‘So what?’ test:

So that you ensure your achievements demonstrate the value you provided to your employer, always ask yourself “So what?”

The answers to the “So what?” question are most often found in answering how you: either made money, and/or saved time, and/or reduced waste and/or improved productivity for your employer.

How might this work in practice? An example of an incomplete achievement might have easily been:

Implemented a comprehensive group procurement process, reducing costs.

But after asking “So what?”, it begs you to finish your achievement with a much more precise value statement:

Implemented a comprehensive group procurement process, reducing costs by over 30 percent, improving maintenance and asset life by 40 percent and saving the company over \$5 million in a 2-year period.