



FACTS TELL, BUT STORIES SELL!



If you have completed steps 1-4, you are now ready to start building a library of career assets. The definition of Asset (n.) is “a useful or valuable quality, person, or thing; an advantage or resource.” It is very important throughout your search that you are able to speak clearly and concisely about the various contributions you have made during your career. This goes well beyond merely stating what you were responsible for and gets deeply into the details of what you actually accomplished. These factual statements are your personal career achievements and serve as representative samples of the kind of things

you are capable of doing. Potential employers will assess your value by your experience and your skills and most importantly by how you have effectively used them to accomplish positive change.

Over the next few pages, there are exercises for you to work through that will help you begin the process of identifying and developing your statements.

- Did you implement a new procedure or system?
- Did you solve a major problem for your department, division, or company?
- Did you save the company money?
- Did you identify and/or implement a better or more efficient way of executing a procedure?
- Did you train in or teach a new system or method?
- Did you develop or initiate something?
- Did you do a job with fewer people or in a shorter time?
- Did you receive any special recognition or awards?
- Did you participate in any company sponsored special training or development opportunity?
- Were you involved in any special projects?
- Did you suggest or "roll out" any new products, programs, or initiatives?
- Did you exceed your goals or objectives?
- Did you increase market share?
- Did you develop new business or enlarge a market?
- Did you reduce errors?
- Did your job performance exceed past performance?
- Did you improve employee performance?
- Did you have a reputation for handling certain difficult problems, situations, or people?
- Did you improve output?
- Did you increase productivity?
- Did you improve efficiency?
- Did you recommend or implement new systems?

A powerful career asset statement (also known as accomplishment statement) is a compelling but brief story about an action you initiated which resulted in a beneficial (preferably measurable) outcome for an employer. It is really easy to create career asset statements, but first you have to allow yourself a pat on the back. Also, remember that accomplishments may not have been officially recognized by your company or your manager. If you created a positive outcome, it is an accomplishment regardless of the level of recognition you may have received for it.

Action: Download the Career Asset Library Worksheet: [This worksheet can be downloaded in Word format under Meridian Career Compass](#). Complete the exercises requested, and be sure to save a copy for your own records.

STEP 1: Identify Problem: Think of a problem, project, or special objective you encountered in a particular position (large or small).

STEP 2: Describe your Actions: Pull an action word to describe the type of action you took. Refer to your Career Action Words Inventory for help. Then, describe the action you took in a brief, concise statement.

STEP 3: Show the Results: Close the statement by showing the result or effect of the action. Use tangible numbers whenever possible to show a measured beneficial outcome.

EXAMPLES:

Problem: Sales in the company were dropping.

Action: Designed and implemented a new marketing program.

Result: Increased market share by 13%.

CAREER ASSET STATEMENT: Increased market share by 13% and increased company sales within 1 year by designing and implementing a new marketing program.

Problem: Needed to reduce operating costs.

Action: Consolidated redundant operations.

Result: Reduced operating costs by \$5 million per year.

CAREER ASSET STATEMENT: Reduced operating costs by \$5 million per year by consolidating redundant operations at 5 facilities within the northeastern region.

SAMPLE CAREER ASSET STATEMENTS:

- Negotiated new transportation contract resulting in a yearly savings of \$3.8 million and increased equipment availability.
- Developed and implemented, with employee involvement, modifications to the data entry incentive pay systems which increased throughput and decreased costs.
- Directed a task force which improved inventory accountability by initiating use of bar code roll identification for plant tracking.

- Reorganized cost area to more evenly distribute workload resulting in decreased overtime, increased efficiency of reporting, and reduced errors.
- Researched and analyzed wage labor costs and developed strategies which resulted in 30% reduction of temporary labor expense.
- Initiated cost reduction program that netted \$2.7 million in savings within the first two years of implementation.
- Developed cost accounting reporting structure to identify all manufacturing variances generating both standard and actual product costs and adding the capability to perform both FIFO and LIFO cost calculations.
- Directly managed the continuous flow of raw materials and finished goods from China and European supply base to global distribution/manufacturing centers in excess of 100 million pounds annually.
- Negotiated the sale of \$3.5 million of idled production and warehouse facilities in California, Mexico, and Canada at above book value prices with zero environmental legacy issues going forward. Assisted outside counsel in \$10 million eminent domain property settlement.
- Received a performance award for exceeding production quotas under budget.
- Assisted plant engineer in designing re-conversion parts that increased production by 10%.
- Organized and directed physical inventories of raw material stockroom and warehouse to produce 70% increased count accuracy and a 30% reduction in inventory time.
- Initiated work simplifications, combinations, and eliminations resulting in personnel reduction from 31 to 14 and \$400,000 annual cost savings while maintaining existing levels of productivity.
- Assisted in setting up overtime reporting system which consolidated three systems into one.
- Improved reject rate from 50% to less than 5%.
- Analyzed statistical reports to pinpoint errors and develop new procedures to improve system.
- Initiated procedures to increase production by 10% reducing turn-around time from 5 to 4 days.
- Created form letters that reduced the amount of time spent on composing a completely new letter each time.
- Designed a mechanical insert that increased machine capability and saved the company \$5,000 in one year.
- Conducted studies and negotiated contracts with outside vendors for office equipment saving the company \$3,500.
- Delegated and supervised secretarial work overload saving staff overtime costs.
- Conducted studies on duplicating equipment, time-sharing terminals, and telephone saving \$45,000 annually.
- Implemented Demand Solutions Sales Forecasting and Requirements Planning software modules.
- Initiated global Sales and Operations Planning Process, including establishment of global and site-specific working capital goals and process metrics.
- Established professional procurement function, procurement processes and parameters resulting in annual global savings in excess of \$1 million per year. This included direct involvement in the negotiation of key supplier contracts for raw materials, packaging, energy, domestic and international freight management, and purchase for resale line extensions.
- Set-up outside warehouse and distribution centers in Canada and the United States, eliminating in-house facilities resulting in lower unit costs and capital investment while improving on-time, in full-service levels.
- Located, negotiated, and established toll manufacturing under exclusivity conditions that enabled idling of high-cost manufacturing unit operations. These arrangements improved product line profitability and inventory investment by over 25%.