

How to Write Action-Benefit Statements

An **Action-Benefit Statement** is a strong and clear description of an action you took, which resulted in a measurable benefit to your organization. Action-Benefit Statements demonstrate how your abilities and experience have made a positive impact on a company's bottom line. Action-Benefit Statements consist of:

Action: A specific action that you took when faced with a situation, problem or opportunity or a job responsibility that enabled you to achieve a positive result.

Benefit: The positive result or benefit to the organization, such as an increase in revenue, a reduction in costs, streamlined processes or systems, or improved morale.

Consider the following example:

"Analyzed declining sales and developed a campaign to increase orders by 30% in less than one month."

This statement describes the situation or challenge you faced (declining sales), the Action you took (developed a campaign), and the Benefit of your actions (a 30% increase in orders).

Always Quantify or Qualify accomplishments and achievements described in your Action-Benefit Statement.

Quantify

When you are "quantifying" results, consider the impact of your work in measurable terms and include the numbers, percents, dollars, values and other measurements of success that represent your experience in the best possible light:

Good: Supervised a large staff of retail employees covering multiple territories. Effectively managed business unit P&L and consistently grew profits.

Better: Ten years experience managing 15 employees across multiple territories on the East coast. Effectively managed P&L of \$10 million business unit. Consistently generated 30%-35% gross profit.

Qualify

When you are "qualifying" accomplishments, consider describing the process, describing the environment and including the personal characteristics that a future employer would consider valuable in that role:

Good: Increased sales through cold-calling, follow-up and account management.

Better: Consistently grew revenue and profits in a rapidly changing environment through aggressive cold-calling, persistent follow-up, and relationship-focused account management.