



CREATING AN EVIDENCE-BASED RESUME USING THE WHO METHOD

Resumes are subjective.

Resumes are very subjective. Formatting and content vary. Industry expectations also influence resume design and content.

- What one hiring manager or industry prefers, another might not. The important thing is that you create a resume that serves as a strong marketing tool for you.
- The general set-up, section headings and basic formatting can be sourced on the internet and from your career services office.
- Check out the CECE sample resumes.

Once formatting is determined and you have a general idea of what information should be on your resume, it's time to write about your experiences.

- Typically, you are writing the resume because you are applying for an opportunity (job, internship, co-op, graduate school, club leadership position, scholarship).

Evidence-based resumes help you better understand your skills and potential and provide proof to the reader that you are a great candidate.

- Why should you prepare an Evidence-Based Resume?
- Because getting hired and/or being admitted to graduate programs is competitive. Evidence provides proof that you are a great candidate.

Evaluating your experiences demonstrates your skills, competencies, strengths and potential.

- Here's the most important reason to prepare an evidence-based resume. *You need to know who you are and what you have to offer.*
- When you evaluate your experiences you will uncover skills, competencies, and strengths. Some top skills employers are looking for include: Analytical Abilities (Critical Thinking), Leadership, Communication, Teamwork, Interpersonal, Technical, Quantitative/Attention to Detail, Work Experience, Motivation/Initiative, GPA/Academic Credentials, Flexibility/Adaptability, and Work Ethics.
- You gain an understanding of the impact of your experiences. Most importantly, you will gain confidence because you understand and can articulate the value and impact of your experiences!

YOU SHOP FOR STUFF, COMPANIES DO TOO!

Companies Shop for Talent

Think about how you shop. You typically buy a product because it will give you some added value.

Companies use similar decision-making practices. They hire (buy talent) because they have evidence the job candidate will add value.

It may seem odd, but think of applying for a job or applying to graduate school like selling a product. The product you are selling is you – your skills, your competencies and your potential to add value!



HOW TO CREATE AN EVIDENCE-BASED RESUME USING THE WHO METHOD

Choose relevant experiences you would like to include on your resume (job, internship, co-op, volunteer activity, club membership, course projects, research, study abroad, service learning, etc.).

- Choose relevant tasks from each experience that can demonstrate skills and contributions.
- Evaluate your tasks and experiences by using the WHO method to help you write evidence-based statements.

W = What did you do (Make a list of tasks/projects)

H = How did you do the work? (Skills, competencies, strategies, methods, tools, techniques, attitudes)

O = Outcomes associated with the work (results, impact, contribution, intention, scope, learning outcomes)

WHO in Action

Below you will find three bullet point statements representing experiences found in a typical resume. Review each experience and try to find use of the WHO method in the “before” WHO statement, you can’t. Review the “after” WHO bullets. The “after” statements represent the use of WHO.

- So, when you write about your relevant experiences, identify your relevant tasks, and ask yourself – *How* did I do the work and what was the *Outcome*. You are then on your way to generating evidence.
- Just be careful. Use economy and aim for each statement to be no longer than two lines.

Sales Associate

Before WHO: Provided customer service in a high stress environment.

After WHO: Utilized active listening and a solutions-centered approach to resolve customer concerns while adhering to store policies.

Campus-based Club Experience

Before WHO: Responsible for new member orientation.

After WHO: Created dynamic new member orientation program using team-building and engagement strategies to build affiliation and club loyalty.

Class Group Project – Company Consultation

Before WHO: Participated in a class group project to help a struggling local business.

After WHO: Collaborated to assess conditions and distribute project tasks; and used Porter’s Five Forces to generate recommendations focused on reducing external threats.

WHO HELPS PREDICT YOUR POTENTIAL

- Most employers can look at job titles on your resume and accurately guess WHAT you did.
- What excites an employer is to know HOW you completed the work. Sharing the skills, strategies and methods you used provides evidence.
- Including OUTCOMES is useful, too. Employers want to understand that you made contributions or learned a valuable skill. It’s easier for them to predict your potential when you provide evidence.
- **Added Bonus** - You benefit from knowing What you did, How you did the work, and Outcomes associated with your work. Interviews are much easier when you know the value of your experiences. Just think of the powerful examples you can provide if you use WHO.