

A Simple Formula for Resume Success

The Winning Trifecta

A formula for writing evidence-based work-activity descriptions

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First off, let's get one thing straight. Your resume is made up of work-activity descriptions, not bullet points. So from now on, let's give your work activities the respect they're due.

Be a Winner

Use **The Winning Trifecta**. It's a formula for describing work-activities that answer the question "so what?"

When employers and hiring managers are reading your resume, that's what they're asking— "so what?"

The way to answer that question is with **The Winning Trifecta**. It's comprised of 3 parts:

- what was done
- how it was done
- what resulted

When every work-activity on your resume (formerly known as bullets) includes these three parts, the result will always be rich, meaningful, and proven accomplishments.

Instead of describing tasks and making empty claims, deliver evidence-based proof of your work activities.

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CLAIMS vs PROOF

Claims say "here's what I did". Anyone can say:

- Analyzed financial data and prepared monthly reports, forecasts, and variance analyses to support management decision-making

But so what? Where's the impact? Where's the proof? Why should anyone care?

Now compare that claim to this work-activity description:

- Identified \$1.2M in annual cost-saving opportunities by analyzing budget-to-actual variances across four business units, isolating recurring spending overruns, giving leadership clear targets for reducing operating expenses

Let's break it down:

- **what was done:** Identified \$1.2M in annual cost-saving opportunities
- **how it was done:** by analyzing budget-to-actual variances
- **what resulted:** gave leadership clear targets for reducing operating expenses

That's the difference between a claim and an evidence-based accomplishment. Evidence = proof.



Use The Winning Trifecta

- It delivers the proof employers want to see.
- It transforms claims into evidence-based accomplishments.
- It gives the right people a reason to care.

Share with someone who is job searching.