

# POWERFUL WORDS

## Use action verbs to describe your value

Business professionals always preach about using “active words” or action verbs in resumes and cover letters. However, active wording does not drive the full effect unless you prove your skills with concrete examples. After you write something, ask yourself: “Why would someone care? Does my value seem unique and compelling?”

Another important thing to consider is how your accomplishments would benefit the target company (i.e., your effectiveness and compatibility). People reading your resume shouldn't have to guess how you're going to help them. Action verbs can be powerful in communicating your value, effectiveness, and compatibility to the role and company.

Example of action verbs:

Enriches	Galvanizes	Upgrades
Fortifies	Generates	Implements

## Categorized List of Action Verbs

This categorized list contains only a few action verbs you can use to compose concise, persuasive, reader-centered resumes, cover letters, or other types of workplace documents. The examples are illustrations that overview the uses of action verbs in professional writing.

### Communication Skills

- **Negotiated** price reductions of up to 30% with key suppliers
- **Interpreted** financial information from the company's annual report
- **Translated** all relevant company information into three different languages

Other words: Advocated, Clarified, Corresponded, Encouraged, Interpreted, Negotiated, Persuaded, Presented, Publicized, Solicited, Spoke, Translated

### Creative Skills

- **Created** an interior design layout for a 500 square foot retail venue
- **Introduced** a new method of navigating through the A Software Program
- **Presented** a new research project to the managers at the location

Other words: Acted, Applied, Composed, Created, Established, Founded, Improvised, Introduced, Navigated, Originated, Presented, Devised, Implemented

### Data / Financial Skills

- **Computed** and **recorded** inventory valuation on a monthly basis
- **Documented** inventory counts at the end of each working day
- **Verified** the amount owed to the creditor in the Accounts Payable account

Other words: Adjusted, Allocated, Budgeted, Compared, Computed, Counted, Documented, Estimated, Forecasted, Inventoried, Invested, Predicted, Projected, Quantified, Recorded, Retrieved, Verified

### Helping Skills

- **Trained** new employees in the plant through demonstration techniques
- **Volunteered** in the nursing home every weekend to serve the community

Other words: Mentored, Bolstered, Constructed, Demonstrated, Facilitated, Familiarized, Performed, Represented, Solved, Supported, Trained, Upheld, Volunteered, Supplemented

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## Management / Leadership Skills

- **Administered** a variety of surveys to collect data about the employees
- **Implemented** a safety communication program to promote safety awareness
- **Recommended** an alternative solution to one of the company's problems

Other words: Achieved, Administered, Assigned, Attained, Challenged, Coordinated, Decided, Delegated, Established, Executed, Handled, Headed, Implemented, Incorporated, Intervened, Launched, Mediated, Motivated, Organized, Oversaw, Planned, Prioritized, Recommended, Scheduled, Supervised, United

## Efficiency Skills

- **Eliminated** unnecessary cost of each unit of production
- **Maximized** profits by 15% during the month of July
- **Heightened** the level of employee moral through program incentives

Other words: Accelerated, Allocated, Boosted, Centralized, Downsized, Edited, Eliminated, Enhanced, Expanded, Expedited, Heightened, Lessened, Leveraged, Maximized, Merged, Optimized, Outlined, Outsourced, Prevented, Prioritized, Reorganized, Reduced, Revised, Simplified, Standardized, Stream-lined, Synthesized, Systematized, Upgraded

## Research Skills

- **Examined** a new mechanism that may reduce sickness on the campus
- **Identified** a major defect in a microscopic organism last month
- **Surveyed** a group of Purdue students with regard to Product A

Other words: Analyzed, Collected, Compared, Controlled, Detected, Diagnosed, Evaluated, Examined, Gathered, Identified, Investigated, Located, Measured, Organized, Reported, Replicated, Researched, Reviewed, Searched, Surveyed, Authored, Composed

## Teaching Skills

- **Defined** a new product strategy and discussed how it would be implemented
- **Instructed** Department B on how to reduce inventory and raise net sales
- **Prepared** a tutorial manual for an English class last semester

Other words: Aided, Advised, Clarified, Communicated, Defined, Developed, Encouraged, Evaluated, Facilitated, Fostered, Guided, Incorporated, Informed, Initiated, Instructed, Lectured, Prepared, Supported, Supervised, Stimulated

## Technical Skills

- **Assembled** an entire computer programming simulation for my CPT course
- **Designed** a new form of Widget C for a manufacturing facility
- **Programmed** three new computer programs tailored for a network system

Other words: Analyzed, Assembled, Built, Calculated, Computed, Conducted, Designed, Devised, Engineered, Maintained, Operated, Programmed, Reengineered, Remodeled, Transmitted

## Use certain phrases to highlight your skills

Depending on where your strengths are you'll want to use certain phrases throughout your resume and cover letter to showcase them. Certain words are clear triggers for showing you have specific skills.

Also consider that these words and phrases should mirror the style of the job posting and the work culture within the company, while speaking to your personal brand (themes).

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Here are a few examples of key phrases that will help set an overall theme to your resume while highlighting where your strengths are:

<b>To demonstrate communication skills:</b>	<b>To show your organization skills...</b>
Provides constructive feedback	Sets organization goals
Speaks confidently in public settings	Strong planning skills
Listens attentively	Executes multiple tasks at once
Negotiates situations effectively	
<b>To showcase personal skills:</b>	<b>To show your research/planning skills...</b>
Motivate others	Accurately forecasts outcomes
Delegates tasks effectively	Identifies and allocates resources appropriately
Provides well thought out solutions	Identifies problems & develop solutions
Welcomes responsibility	Gathers information & assess current situations

## Sources

- [http://info.theladders.com/career-advice/best-and-worst-resume-words?utm\\_source=wednesday\\_newsletter\\_email&utm\\_medium=email&utm\\_content=guest\\_article\\_jung\\_viera&utm\\_campaign=wednesday\\_newsletter](http://info.theladders.com/career-advice/best-and-worst-resume-words?utm_source=wednesday_newsletter_email&utm_medium=email&utm_content=guest_article_jung_viera&utm_campaign=wednesday_newsletter)
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