

# **Task...Action...Outcome!**

## ***How to Write an Effective Resume***

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Presenter: Joseph Terach, Resume Deli  
[www.resumedeli.com](http://www.resumedeli.com)

Hosted By: Brie Reynolds, FlexJobs  
[www.flexjobs.com](http://www.flexjobs.com)



# What is the purpose of a resume?

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- To introduce you to someone specific
- To present *relevant* information and accomplishments from your background

# Sections of a resume

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- Objective Statement / Summary (optional)
- Experience
- Education
- Skills
- Professional Associations

# What makes a resume effective?

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- Professionally written – no mistakes!
- It looks good
- It *proves* you can do the job
- It's relevant

# **The Tao of Resume™**

## **Task...Action...Outcome**

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Every line on your resume should include the following:

**Task:**           What you did

**Action:**       How you did it

**Outcome:**   Proof that you did a good job

# **Carmelo's Resume**

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## **Carmelo Anthony**

### **New York Knicks**

*Forward*

- ✗ Won several basketball awards
- ✓ Named to the NBA all-rookie team
- ✓ Selected to the NBA all-star team five times
- ✓ Led the Denver Nuggets to two division titles and the conference finals (2009)
- ✓ Won a gold medal at the 2008 Olympics

# **Carmelo's Resume**

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## **Carmelo Anthony**

### **New York Knicks**

*Forward*

- ✗ Increased assists per game
- ✓ Increased assists per game 47% between 2008 and 2012 by studying game footage, participating in 100% of team practices and working with a personal trainer in the off-season

# **Resume Writing Practice #1:**

## ***Marketing Writer***

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### Task...Action...Outcome

Before:

- Wrote case study

After:

- Wrote 20-page case study and directed a three-minute corporate video used by the company's CSO and international sales teams to secure government contracts in the U.S., China, Norway and Singapore (\$50MM total)
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## **Resume Writing Practice #2:** ***IT Project Manager***

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### Task...Action...Outcome

Before:

- Shortened time needed to install software

After:

- Reduced labor costs by \$2K per month and shortened average length of software installations from 25 to 12 hours through effective implementation of off-hour installations and use of a flexible, part-time workforce.

# **Your Resume and Telecommuting**

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Best Way to Convince Employers:

- Tell them about your past experiences telecommuting
- Consider telecommuting options:
  - 100% telecommuting
  - Partial / part-time telecommuting
  - Option for telecommuting

# How to Add Telecommuting Experience to Your Resume

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## Example 1: What NOT To Do

**Objective:** Seeking a telecommuting job

## Example 2:

**Acme Company, Inc. (Chicago, IL)** **Mar 2009 – Dec 2012**  
Sales Manager, Widget Design (75% telecommute)

## Example 3:

**Acme Company, Inc. (Chicago, IL)** **Mar 2009 – Dec 2012**  
Sales Manager, Widget Design<sup>1</sup>

<sup>1</sup> *Worked 25% from home; 25% from corporate office; 50% traveling to clients*

## **For more information:**

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