

The Storytelling Resume Cheat Sheet

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To tell stories in your resume:

- List your achievements rather than your key skills.
- Show challenges you overcame or improvements you made in your previous roles.
- Include numbers.
- Highlight a range of different skills.

Remember the rules of storytelling:

- Follow established structures.
- Show, don't tell.
- Use the "consequences" technique. "I did ... and as a result ...".

You can use the following achievements to help you think about what you've achieved in your career, and how you can create a story from it.

- Project-managed the launch of five new retail outlets, on time and on budget. This included hiring 15 people and managing a \$750,000 budget.
- Increased donations from individuals by \$1.2 million by creating an effective social media and email marketing strategy.
- Launched a new service-based web design business, winning eight regular clients and achieving an annual profit of \$62,000.
- Reduced manufacturing costs by 20% while maintaining product quality through renegotiating contracts with suppliers.

You don't need to have a long career to show your achievements. Here are some examples a high school graduate could use:

- Played 38 soccer games for a semi-professional team, with an average of 0.76 goals per game.
- Organized an extended hiking trip to Colorado. This included planning the 200 mile route and arranging accommodation for 28 nights.
- Played lead saxophone in the Kingston Town Jazz Orchestra. This included performing solo improvisations in front of up to 350 audience members.
- Won the "young entrepreneur of the year" award from my high school for my ecommerce business, which has a turnover of \$2,500 per year.