



Creating an Evidence-Based Resume Using the WHO Method

W = What did you do? (tasks, activities you enjoyed)

H = How did you do the work? (skills, methods, strategies, attitudes)

O = Outcome of the work? (results, impact, contribution, scope, intention)

BEFORE & AFTER SAMPLES – USING WHO

Customer Service Experience

Before WHO:

- Provided customer service in a high stress environment

After WHO:

- Resolved customer concerns while adhering to store policies by using active listening and diplomacy and earned top 5% in secret shopper scores

Club Involvement

Before WHO:

- Responsible for new member orientation

After WHO:

- Created dynamic new member orientation program using relationship and team-building strategies to build club affiliation and increase retention rates by 20%

Class Project

Before WHO:

- Participated in a course project for local business

After WHO:

- Presented recommendations to mitigate internal threats developed collaboratively using Porter's Five Forces

The WHO Method is also an awesome tool to help you write persuasive stories for cover letters, respond to behavioral based interview questions, and to continuously assess your experiences in support of your personal brand.