

Action Verbs and High Impact Phrases

Using action verbs will demonstrate to an employer that you “took action”, produced results, and contributed. Always begin the descriptions of your experience with words from the list below and avoid writing in the passive voice with phrases such as “skills included” or “responsible for...”.

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Accelerate	Compile	Document	Found
Accomplish	Complete	Double	Generate
Achieve	Compute	Draft	Govern
Acquire	Conceive	Drive	Graduate
Adapt	Conclude	Earn	Guide
Address	Conduct	Edit	Halt
Advance	Conserve	Educate	Head
Advise	Consolidate	Effect	Hire
Advocate	Construct	Elect	Honor
Analyze	Consult	Eliminate	Hypothesize
Apply	Continue	Emphasize	Identify
Appoint	Contract	Enact	Illustrate
Arbitrate	Convert	Encourage	Imagine
Architect	Coordinate	Endure	Implement
Arrange	Correct	Energize	Import
Ascertain	Counsel	Enforce	Improve
Assemble	Craft	Engineer	Improvise
Assess	Create	Enhance	Increase
Assist	Critique	Enlist	Influence
Author	Decrease	Ensure	Inform
Authorize	Define	Establish	Initiate
Brief	Delegate	Estimate	Innovate
Budget	Deliver	Evaluate	Inspect
Build	Demonstrate	Examine	Inspire
Calculate	Deploy	Exceed	Install
Capture	Design	Execute	Institute
Catalog	Detail	Exhibit	Instruct
Champion	Detect	Expand	Integrate
Chart	Determine	Expedite	Intensify
Clarify	Develop	Experiment	Interpret
Classify	Devise	Export	Interview
Close	Direct	Facilitate	Introduce
Coach	Discover	Finalize	Invent
Collect	Dispense	Finance	Inventory
Command	Display	Forge	Investigate
Communicate	Distribute	Form	Judge
Compare	Diversify	Formalize	Justify
Compel	Divert	Formulate	Launch

Lead	Perceive	Recruit	Standardize
Lecture	Perfect	Redesign	Stimulate
License	Perform	Reduce	Streamline
Listen	Persuade	Reengineer	Structure
Locate	Pilot	Regain	Succeed
Maintain	Pinpoint	Regulate	Suggest
Manage	Pioneer	Rehabilitate	Summarize
Manipulate	Plan	Reinforce	Supervise
Manufacture	Position	Rejuvenate	Supply
Map	Predict	Render	Support
Market	Prepare	Renegotiate	Surpass
Mastermind	Prescribe	Reorganize	Synthesize
Measure	Present	Report	Systematize
Mediate	Preside	Reposition	Tabulate
Mentor	Process	Represent	Target
Model	Procure	Research	Teach
Modify	Program	Resolve	Terminate
Monitor	Progress	Respond	Test
Motivate	Project	Restore	Thwart
Navigate	Promote	Restructure	Train
Negotiate	Propose	Retrieve	Transcribe
Nominate	Prospect	Review	Transfer
Normalize	Provide	Revise	Transform
Observe	Publicize	Revitalize	Transition
Obtain	Purchase	Satisfy	Translate
Offer	Qualify	Schedule	Troubleshoot
Officiate	Question	Secure	Unify
Operate	Rate	Select	Unite
Orchestrate	Realign	Separate	Update
Organize	Rebuild	Serve	Upgrade
Orient	Recapture	Simplify	Use
Originate	Receive	Sold	Utilize
Outsource	Recognize	Solidify	Verbalize
Overcome	Recommend	Solve	Verify
Oversee	Reconcile	Specify	Win
Participate	Record	Speak	Write

High-Impact Phrases

High impact phrases will also help you better describe your personal characteristics and the things that you have done in previous positions. These phrases will grab the attention of employers and make you stand out.

Accelerated Career Track	High-Caliber
Accelerating Revenue Growth	High-Growth
Aggressive Turnaround Leadership	High-Impact
Benchmarking	High-Performance
Best In Class	High-Quality
Business Process Redesign	Matrix Management
Business Process Reengineering	Multi-Discipline Industry Expertise
Capturing Cost Reductions	Organizational Driver
Catalyst for Change	Organizational Leader
Change Agent	Outperforming Global Competition
Change Management	Outperforming Market Competition
Competitive Market Positioning	PC Proficient
Competitive Wins	Peak Performer
Competitively Positioning Products & Technologies	Performance Improvement
Contemporary Management Style	Performance Management
Core Competencies	Performance Reengineering
Creative Business Leader	Pioneering Technologies
Creative Problem-Solver	Proactive Business Leader
Cross-Culturally Sensitive	Proactive Manager
Cross-Functional Expertise	Process Redesign
Cross-Functional Team Leadership	Process Reengineering
Decisive Management Style	Productivity Improvement
Delivering Strong and Sustainable Gains	Self-Starter
Direct & Decisive Organizational Leadership	Strategic & Tactical Operations
Distinguished Performance	Strong & Sustainable Financial Gains
Driving Customer Loyalty Initiatives	Strong & Sustainable Performance Gains
Driving Innovation	Strong & Sustainable Productivity Gains
Driving Performance Improvement	Strong & Sustainable Profit Gains
Driving Productivity Gains	Strong & Sustainable Quality Gains
Emerging Business Ventures	Strong & Sustainable Technology Gains
Emerging International Markets	Team Building
Entrepreneurial Leadership	Team Leadership
Entrepreneurial Vision	Technologically Advanced Operations
Executive Leadership	Top Flight Leadership Competencies
Executive Liaison	Top Tier Executive
Fast-Track Promotion	Visionary Leadership
Global Market Dominance	World Class Leadership
	World Class Operations
	World Class Organization

Resume Key Word List

Below is a list of key words for functional areas or industries. Incorporate these terms into your resume to demonstrate your familiarity with a particular industry, function, or field to a potential employer. This list was taken from **1500+ Key Words for \$100,000 Jobs** by Wendy S. Enelow

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Finance, Accounting & Auditing

Accounts Payable	Equity Financing	Operating Budgets
Accounts Receivable	Feasibility Analysis	Operational Audits
Asset Disposition	Financial Analysis	Partnership Accounting
Asset Management	Financial Audits	Profit/Loss (P&L) Analysis
Asset Purchase	Financial Controls	Profit Gains
Audit Controls	Financial Models	Project Accounting
Audit Management	Financial Planning	Project Financing
Capital Budgets	Financial Reporting	Regulatory Compliance
Cash Management	Foreign Exchange (FX)	Auditing
Commercial Paper	Initial Public Offering (IPO)	Return on Assets (ROA)
Corporate Development	Internal Controls	Return on Equity (ROE)
Corporate Tax	International Finance	Return on Investment (ROI)
Cost Accounting	Investment Management	Revenue Gain
Cost Avoidance	Investor Accounting	Risk Management
Cost Reduction	Investor Relations	Shareholder Relations
Cost/Benefit Analysis	Job Costing	Stock Purchase
Credit & Collections	Letters of Credit	Strategic Planning
Debt Financing	Leveraged Buy-Out (LBO)	Treasury
Divestiture	Liability Management	Trust Accounting
Due Diligence	Make/Buy Analysis	Workpapers
Employee Stock Ownership Plan (ESOP)	Margin Improvement	
	Merger	

General Management, Senior Management and Consulting

Advanced Technology	Corporate Vision	European Economic Community (EEC)
Benchmarking	Cost Avoidance	Executive Presentations
Business Development	Cost Reduction	Financial Management
Business Reengineering	Crisis Communications	Financial Restructuring
Capital Projects	Cross-Cultural Communications	Global Market Expansion
Competitive Market Position	Cross-Functional Team Leadership	High-Growth Organization
Consensus Building	Customer Loyalty	Infrastructure
Continuous Process Improvement	Customer Retention	Interim Executive
Corporate Administration	Customer-Driven Management	Leadership Development
Corporate Communications	Decision-Making Authority	Long-Range Planning
Corporate Culture Change	Efficiency Improvement	Management Development
Corporate Development	Emerging Business Venture	Margin Improvement
Corporate Image	Entrepreneurial Leadership	Market Development
Corporate Legal Affairs		Market-Driven Management
Corporate Mission		Marketing Management

Matrix Management
Multi-Function Experience
Multi-Industry Experience
Multi-Site Operations
Management
New Business Development
Operating Infrastructure
Operating Leadership
Organizational Culture
Organizational Development
Participative Management
Policy Development
Performance Improvement
Proactive Leadership
Process Ownership

Process Reengineering
Productivity Improvement
Profit & Loss (P&L)
Management
Profit Growth
Project Management
Quality Improvement
Relationship Management
Reengineering
Reorganization
Return On Assets (ROA)
Return On Equity (ROE)
Return On Investment (ROI)
Revenue Growth
Sales Management

Service Design/Delivery
Signatory Authority
Start-Up Venture
Strategic Development
Strategic Partnership
Tactical Planning/Leadership
Team Building
Team Leadership
Total Quality Management (TQM)
Transition Management
Turnaround Management
World Class Organization

Human Resources

American Disabilities Act (ADA)
Benefits Administration
Career Pathing
Change Management
Claims Administration
College Recruitment
Compensation
Competency-Based Performance
Corporate Culture Change
Cross-Cultural Communications
Diversity Management
Equal Employment Opportunity (EEO)
Employee Communications
Employee Empowerment
Employee Involvement
Teams
Employee Relations
Employee Retention
Employee Surveys

Expatriate Employment
Grievance Proceedings
Human Resources (HR)
Human Resources Generalist Affairs
Human Resources Partnerships
Incentive Planning
International Employment
Job Task Analysis
Labor Arbitration
Labor Contract Negotiations
Labor Relations
Leadership Assessment
Leadership Development
Management Training & Development
Manpower Planning
Merit Promotion
Multimedia Training
Multinational Workforce
Organizational Design
Organizational Development

Organizational Needs Assessment
Participative Management
Performance Appraisal
Performance Incentives
Performance Reengineering
Position Classification
Professional Recruitment
Regulatory Affairs
Retention
Safety Training
Self-Directed Work Teams
Staffing
Succession Planning
Train-the-Trainer
Training & Development
Union Negotiations
Union Relations
Wage & Salary Administration
Workforce Reengineering

IS & Telecommunications

Advanced Technology
Applications Development
Architecture
Artificial Intelligence (AI)
Automated Voice Response (AVR)
Backbone

Benchmarking
CASE Tools
Capacity Planning
CD-ROM Technology
Cellular Communications
Client/Server Architecture
Computer Science

Cross-Functional Technology Team
Data Communications
Data Center Operations
Data Dictionary
Data Recovery
Database Administration

Database Design
Database Server
Desktop Technology
Disaster Recovery
Document Imaging
Electronic Data Interchange (EDI)
Emerging Technologies
Electronic Mail (Email)
End User Support
Enterprise Systems
Expert Systems
Fault Analysis
Field Support
Fourth Generation Language
Frame Relay
Geographic Information System (GIS)
Global Systems Support
Graphical User Interface (GUI)
Hardware Configuration
Hardware
Development/Engineering
Help Desk
Host-Based System
Imaging Technology
Information Technology (IT)
Internet
Joint Application
Development (JAD)

Local Area Network (LAN)
Management Information Systems (MIS)
Multimedia Technology
Multiuser Interface
Multivendor System
Integration
Network Administration
Object Oriented
Office Automation (OA)
Online
Operating System
Parallel Systems Operations
PC Technology
Pilot Implementation
Process Modeling
Project Lifecycle
Project Management
Methodology
Rapid Application
Development (RAD)
Real Time Data
Relational Database
Remote Systems Access
Research & Development (R&D)
Resource Management
Software Configuration
Software
Development/Engineering
Systems Acquisition

Systems Configuration
Systems Development
Methodology
Systems Documentation
Systems Engineering
Systems Functionality
Systems Implementation
Systems Integration
Systems Security
Technical Documentation
Technical Training
Technology
Commercialization
Technology Integration
Technology Licensing
Technology Needs
Assessment
Technology Rightsizing
Technology Solutions
Technology Transfer
Telecommunications
Technology
Teleconferencing
Technology
User Training & Support
Vendor Partnerships
Voice Communications
Wide Area Network (WAN)

International Business Development

Acquisition
Barter Transactions
Channel Development
Competitive Intelligence
Corporate Development
Cross-Border Transactions
Cross-Cultural
Communications
Diplomatic Protocol
Emerging Markets
Expatriate
Export
Feasibility Analysis
Foreign Government Affairs
Foreign Investment
Global Expansion

Global Market Position
Global Marketing
Global Sales
Import
Intellectual Property
International Business
Development
International Business
Protocol
International Financing
International Liaison
International Licensee
International Marketing
International Sales
International Subsidiary
International Trade

Joint Venture
Licensing Agreements
Local National
Market Entry
Marketing
Merger
Multi-Channel Distribution
Network
Offshore Operations
Public/Private Partnership
Technology Licensing
Start-Up Venture
Strategic Alliance
Strategic Planning
Technology Transfer

Manufacturing & Operations Management

Asset Management	Materials Replenishment System (MRP)	Profit & Loss (P&L) Management
Automated Manufacturing	Multi-Site Operations	Project Budget
Capacity Planning	Occupational Health & Safety (OH&S)	Purchasing Management
Capital Budget	On-Time Delivery	Quality Assurance/Quality Control
Capital Project	Operating Budget	Quality Circles
Cell Manufacturing	Operations Management	Regulatory Compliance
Computer Integrated Manufacturing (CIM)	Operations Reengineering	Safety Management
Concurrent Engineering	Operations Start-Up	Safety Training
Continuous Improvement	Optimization	Shipping & Receiving Operation
Cost Avoidance	Order Fulfillment	Six Sigma
Cost Reductions	Order Processing	Spares & Repairs Management
Cross-Functional Teams	Outsourcing	Statistical Process Control (SPC)
Cycle Time Reduction	Participative Management	Technology Integration
Distribution Management	Performance Improvement	Time & Motion Studies
Efficiency Improvement	Physical Inventory	Total Quality Management (TQM)
Environmental Health & Safety	Pilot Manufacturing	Traffic Management
Equipment Management	Plant Operations	Turnaround Management
Ergonomically Efficient	Process Automation	Union Negotiations
Facilities Consolidation	Process	Value-Added Processes
Inventory Control	Redesign/Reengineering	Vendor Management
Inventory Planning	Procurement	Warehousing Operations
Just-In-Time (JIT)	Product Development & Engineering	Work in Progress (WIP)
Labor Efficiency	Product Rationalization	Workflow Optimization
Labor Relations	Production Forecasting	Workforce Management
Logistics Management	Production Lead Time	World Class Manufacturing (WCM)
Manufacturing Engineering	Production Management	Yield Improvement
Manufacturing Integration	Production Plans/Schedules	
Manufacturing Technology	Production Output	
Master Schedule	Productivity Improvement	
Materials Planning		

Sales & Marketing

Account Development	Direct Mail Marketing	Market Launch
Account Management	Direct Response Marketing	Market Positioning
Account Retention	Direct Sales	Market Research
Brand Management	Distributor Management	Market Share Ratings
Business Development	Emerging Markets	Market Surveys
Campaign Management	Field Sales Management	Marketing Strategy
Competitive Analysis	Fulfillment	Mass Merchants
Competitive Contract Award	Global Markets	Multi-Channel Distribution
Competitive Market	Global Sales	Multi-Channel Sales
Intelligence	Headquarters Account Management	Multimedia Advertising
Competitive Product Positioning	High-Impact Presentations	Multimedia Marketing Communications
Consultative Sales	Incentive Planning	National Account Management
Customer Loyalty	Indirect Sales	Negotiations
Customer Needs Assessment	International Trade	
Customer Retention	Key Account Management	
Customer Satisfaction	Line Extension	
Customer Service	Margin Improvement	

New Market
Development
New Product
Introduction
Product Development
Product Launch
Product Lifecycle
Management
Product Line
Rationalization
Product Positioning
Profit & Loss (P&L)
Management
Promotions
Profit Growth
Public Relations
Public Speaking
Revenue Growth
Revenue Stream
Sales Closing
Sales Cycle
Management
Sales Forecasting
Sales Training
Sales Presentations
Solutions Selling
Strategic Market
Planning
Tactical Market Plans
Team
Building/Leadership
Trend Analysis

Resume Key Words— Results orientation

Results orientation: Would be to describe your experience by communicating outcomes and results. Many times that involves talking about recommendations made, reporting figures, % increases or decreases, goals and objectives attained. For example on your resume you might say: (I am entirely making something up obviously! I know nothing about SAP or the Mercury Test Tool)

"Managed analyst team exploring Mercury Test Tool for SAP with final recommendation to management that implementation would improve process by 20%"

You can go through your whole resume and for each line, ask if there is a "measurable result" that you can talk about. They don't always have to be quantitative, they can be qualitative, too. Key phrases you can use to connect your descriptions with your accomplishments, impact or results may be one of the following:

...instrumental in...
...resulting in....(an obvious one)
...increasing...
Decreased...(Decreasing...)
...to meet requirements of...
...instituting..
...reducing...

...realized savings of....
...securing....
...recognizing....
...consistently reducing or eliminating..
...generating
...streamlined....by.....
...capturing cost savings...
...communicating...
...enhancing...
...with the goal of...

All of my examples above are using the "-ing" form of the verb. You may decide to use the "-ed" form of the verb --or the infinitive form, if you wish to infer the goal of your action. (i.e "to enhance")

These phrases would usually connect the action with the result: (i.e. Streamlined application process by developing a tracking system which reduced man hours by 25%.)