

# FORMULA FOR STRONG BUSINESS CLUSTER BULLET POINTS

## CAREER MANAGEMENT



### TITLE

- Copeland Associate
- Student Consultant
- Student Associate

### INDUSTRY ANALYSIS [PROJECT 1]

Action Verb + What you did + How you did it + Why you did it and/or who did you benefit?

### MOCK BUSINESS DEVELOPMENT [PROJECT 2]

Detail about the industry, research conducted, target market, conducting financial analysis, collaborating with the teams, presenting findings, critical thinking and problem solving. Quantify when possible!

Where did you personally lead your team? Industry research? Feasibility study? Responsible for managing time and holding other accountable.

### BUSINESS CLUSTER ACTION VERBS

- Collaborated
- Planned
- Lead
- Communicated
- Organized
- Evaluated
- Conducted
- Maximized
- Encouraged
- Established
- Analyzed
- Coordinated
- Generated

**Planned** = determined, evaluated, forecasted, strategized, tailored, observed, anticipated

**Organized** = catalogues, collected, facilitated, programmed, simplified, designated

**Executed** = collected, distributed, operated, performed, processed, conducted

**Lead** = accelerated, spearheaded, strengthened, encouraged, elected, inspired

**Communicated** = demonstrated, mediated, summarized, synthesized, concluded

**Helped** = advised, cooperated, enhanced, sustained, prescribed

**Quantified** = compounded, inventoried, budgeted, appraised, approximated, compiled

### GOAL OF BULLET POINT

The goal of the bullet points is to help the reader understand how you did the job (better than anyone else) rather than defining the job.

#### 3 types of bullets:

- **Duties** (*weakest*) Worked with a team to analyze an industry
- **Skills Developed** (*better*)  
Coordinated and managed communication for weekly team meetings based on schedule of 5 team members
- **Accomplishments** (*best!*)  
Collaborated with a team of 5 to conduct a radio industry analysis to identify and present opportunities to eliminate and overcome bankruptcy, to a live-client, Cumulus Media