

LET'S TALK ABOUT...

RESUMES AND GOFF



DAVID ECCLES SCHOOL OF BUSINESS



USING THIS GUIDE...

Welcome! We are so glad you've engaged with Goff and are thinking about how to talk about your Goff experiences on your resume/LinkedIn. This resource is a handy starting point, with strategies and insights to help you communicate your experiences in a compelling way.

We also encourage you to chat with a member of the Goff team as you use this guide, and with your Career Coach as you finalize your resume.

Let's get started!



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COMMUNICATING GOFF EXPERIENCES ON YOUR RESUME – AN OVERVIEW

Have you participated in a Goff program, such as Goff Scholars, Goff Trailblazers, Explorers, Ambassadors, or a case competition? Then you've gained valuable skills! This guide will help you effectively communicate these experiences on your resume in a way that makes employers take notice.

WHERE DO I PUT MY GOFF EXPERIENCES?

Since Goff experiences provide you the chance to build your skills and work with real clients, add these entries to the “Experience” section of your resume.

If you received a Goff scholarship and include a “Scholarships” section on your resume, you can also list the scholarship name (“Goff Strategic Leadership Scholarship Program”) in that section.

WHAT DO I INCLUDE IN MY BULLET POINTS?

In your first bullet point, give a brief overview of what the experience entailed. Highlight what makes it distinctive.

Include information that complements your other experiences, and that relates to the skills and industry knowledge desired by the internship/job to which you're applying.

What unique experiences did you get from Goff that you didn't get from other places?

What skills did you use/build? What industry knowledge did you gain?

REMEMBER:DO NOT
DISCLOSE ANY
INFORMATION
INCLUDED IN THE
NDAS YOU SIGNED.

If you took a Goff course (e.g. Scholars, Trailblazers, Explorers):

Write results-focused bullet points, and go beyond simply listing the projects you worked on.

Highlight key deliverables you created, and indicate the different constituents with whom you interacted (e.g. senior managers, executives, peers).

FOR GOFF SCHOLARS:

Since you complete multiple projects as a Scholar, choose information you want to feature based on what else is on your resume and on what will impress your reader. You could use multiple bullet points to describe different aspects of the same project, or could feature a different project in each bullet point.

IF YOU TOOK MULTIPLE GOFF COURSES (E.G. SCHOLARS AND TRAILBLAZERS):

For each experience, include a bullet point highlighting the unique aspects of each course. Bullet points should highlight the unique range of skills and experiences you got from each course.

DON'T USE THE SAME BULLET POINTS IN BOTH ENTRIES

IF YOU COMPETED IN A GOFF CASE COMPETITION:

Write results-focused bullet points by describing the challenge you were presented with, the process your team used to work through the challenge, and the outcome.

Connect your work to the organization's goals.

If you won an award, indicate that in your title and a bullet point.

WHAT UNIQUE EXPERIENCES DID YOU GET FROM GOFF? WHAT NEW SKILLS DID YOU USE?

LET'S BRAINSTORM



1



WRITE ALL OF
YOUR IDEAS HERE!

HOW DO I MAKE GOFF EXPERIENCES STAND OUT?

To highlight your impact and demonstrate how your experiences translate to different settings, connect **WHAT** you did with **WHY** you did it.

What was the ultimate purpose of the project? How did your work contribute to the organization's larger mission or goals?

AS YOU WRITE YOUR BULLET
POINTS, DON'T JUST SUMMARIZE...

BE DESCRIPTIVE!

DESCRIBE **HOW** YOU DID SOMETHING
AND **WHY** IT MATTERED.

COMMUNICATE **SKILLS** YOU USED AND
RESULTS YOU ACHIEVED.

RESULTS



QUANTIFIABLE OUTCOMES

HOW YOUR WORK DROVE
IMPROVEMENTS

HOW YOUR WORK RELATES
TO A COMPANY GOAL

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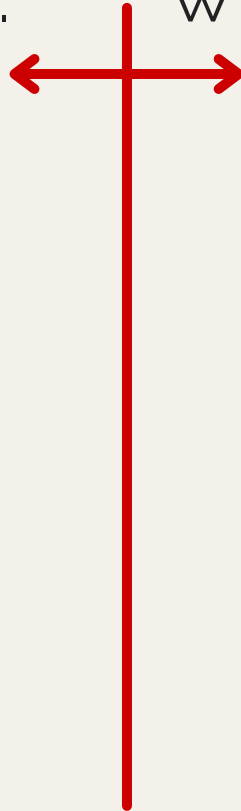
2

BRAINSTORM...

CONNECT YOUR WORK TO THE GOALS OF THE ORGANIZATION(S) YOU WORKED WITH

WHAT YOU DID...

WHY IT MATTERED...



3

HOW DO I MAKE GOFF EXPERIENCES STAND OUT (CONT)?

Take ownership of your role in the project's success! Even though you worked in a team, your actions still helped produce results.

Don't downplay the impact of your actions in driving a project forward. Instead, use strong action verbs and an active voice.

NOT SURE WHERE TO START?

TRY USING THIS FORMAT FOR YOUR BULLET POINTS:

ACTION VERB/WHAT YOU DID

+

WHO YOU WORKED WITH/HOW
YOU DID IT

+

RESULT/GOAL

TIP:
USE
POWERFUL
ACTION VERBS!



ACCOUNTING AND FINANCE SKILLS

Accumulated	Defrayed
Accrued	Detailed
Administered	Developed
Allocated	Disbursed
Allotted	Divested
Analyzed	Economized
Appraised	Estimated
Assessed	Examined
Attended	Executed
Audited	Forecasted
Averted	Interpreted
Balanced	Maintained
Boosted	Managed
Budgeted	Negotiated
Calculated	Organized
Collected	Planned
Computed	Prepared
Controlled	Projected
Corrected	Quantified
Counteracted	Researched
Cut	Solved
Decreased	Sourced
	Verified

MANAGEMENT AND LEADERSHIP SKILLS

Advocated	Managed
Approved	Mentored
Authorized	Moderated
Counseled	Monitored
Determined	Motivated
Developed	Negotiated
Diagnosed	Operated
Directed	Originated
Disseminated	Oversaw
Elected	Pioneered
Enforced	Presided
Enlisted	Prioritized
Ensured	Processed
Examined	Produced
Explained	Promoted
Formed	Recommended
Founded	Recruited
Governed	Represented
Guided	Responded
Headed	Reviewed
Hired	Spearheaded
Influenced	Sponsored
Initiated	Staged
Inspired	Started
Installed	Streamlined
Instituted	Strengthened
Instructed	Supervised
Integrated	Taught
Led	Trained

SAMPLE ACTION VERBS (CON'T) ¹⁷

COMMUNICATION AND INTERPERSONAL SKILLS

Advised	Interpreted
Answered	Interviewed
Apprised	Introduced
Assessed	Lectured
Authored	Planned
Briefed	Presented
Clarified	Projected
Composed	Proofread
Conducted	Publicized
Constructed	Published
Contacted	Reconciled
Corresponded	Recruited
Demonstrated	Reported
Drafted	Responded
Edited	Scheduled
Educated	Screened
Explained	Spoke
Facilitated	Summarized
Familiarized	Taught
Handled	Trained
Informed	Translated
Instructed	Wrote

ANALYTICAL, RESEARCH, AND TECHNICAL SKILLS

Administered	Generated
Analyzed	Identified
Assessed	Improved
Audited	Increased
Charted	Inspected
Classified	Installed
Compiled	Instituted
Computed	Integrated
Conducted	Interfaced
Consulted	Interpreted
Designed	Interviewed
Detected	Launched
Developed	Maintained
Devised	Operated
Discovered	Programmed
Documented	Reduced
Drafted	Researched
Edited	Restored
Evaluated	Searched
Examined	Streamlined
Expanded	Surveyed
Forecasted	Systematized
Formed	Tested
Gathered	Wrote

MARKETING AND SALES SKILLS

Arbitrated	Increased
Attained	Influenced
Augmented	Integrated
Boosted	Launched
Broadened	Led
Calculated	Maintained
Centralized	Marketed
Consulted	Mediated
Convinced	Negotiated
Decreased	Performed
Developed	Persuaded
Dissuaded	Produced
Documented	Promoted
Educated	Proposed
Ensured	Publicized
Established	Published
Exceeded	Purchased
Excelled	Researched
Expanded	Resolved
Expedited	Revamped
Familiarized	Revitalized
Gained	Secured
Generated	Sold
Identified	Solicited
Implemented	Strengthened
Improved	Supplemented

ADMINISTRATIVE AND ORGANIZATIONAL SKILLS

Arranged	Maintained
Assembled	Monitored
Catalogued	Operated
Collected	Organized
Coordinated	Planned
Developed	Prepared
Formalized	Processed
Disseminated	Recorded
Distributed	Reorganized
Ensured	Reviewed
Examined	Routed
Executed	Scheduled
Explained	Streamlined
Implemented	Strengthened
Initiated	Updated
Installed	

CREATIVE AND INNOVATIVE SKILLS

Arranged	Initiated
Authored	Invented
Composed	Launched
Conceived	Modernized
Conceptualized	Originated
Created	Performed
Designed	Planned
Developed	Presented
Devised	Produced
Directed	Revitalized
Edited	Revolutionized
Established	Shaped
Fashioned	Stimulated
Formulated	Updated

LOOKING AHEAD...

WHAT EXPERIENCES AND SKILLS MATTER TO EMPLOYERS IN YOUR INDUSTRY? USE THESE KEY WORDS IN YOUR BULLET POINTS



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SAMPLE BULLET POINTS:

- Researched effective referral programs, and created recommendations to reposition client's current referral program to appeal to younger audiences. **[Focus: Creating research-backed suggestions for change.]**
- Created 5-year financial forecast for client based on implementation of suggested referral program updates, projecting 5% increase in customer base. **[Focus: Using financial modeling to predict the impact of suggested changes.]**
- Identified opportunities to drive \$1 million increase in top line revenue through more efficient product delivery, and presented recommendations to C-suite executives. **[Focus: Communicating to top leaders, finding opportunities to create value.]**

SAMPLE GOFF SCHOLARS ENTRY:

Strategic Leadership Fellow: Goff Scholars
Goff Strategic Leadership Center

August 20XX – May 20XX
Salt Lake City, UT

- Selected as 1 of 20 scholars for elite year-long business strategy program, consulting with 4 clients to provide analysis and recommendations on business problems.
- Managed team of 4 peers to perform market research and produce report for mid-size company, establishing trust in ambiguous environment with limited directives.
- Utilized conjoint analysis to evaluate attribute combinations, construct market model, and create recommendations for improvements to client's marketing strategy, resulting in client implementing 3 out of 4 recommendations.
- Analyzed financials and restructured nonprofit client's revenue model to turn \$30,000 operating loss into \$500,000 income.

When creating a Goff Scholars entry on your resume, please use the title "Strategic Leadership Fellow: Goff Scholars."

See sample resume bullet point language above. Make sure to edit the language so it portrays your experiences in a personalized and honest way.

SAMPLE GOFF TRAILBLAZERS ENTRY:

Strategic Leadership Fellow: Goff Trailblazers
Goff Strategic Leadership Center

August–December 20XX
Salt Lake City, UT

- Selected from university-wide pool of applicants for 15-week strategic leadership program, providing analysis and recommendations to help community partner address business challenges
- Conducted market analysis, identified partnership opportunities, and recommended strategies to support company's successful expansion into a new state.
- Performed outreach on behalf of the client, resulting in 5 new partnerships and high client satisfaction.

When creating a Goff Trailblazers entry on your resume, please use the title "Strategic Leadership Fellow: Goff Trailblazers."

See sample resume bullet point language above. Make sure to edit the language so it portrays your experiences in a personalized and honest way.

SAMPLE EXPLORERS ENTRY:

Intern

Gaming Company Name

June-Aug 20XX

Salt Lake City, UT

- Analyzed company's most popular game and researched competitor games, identifying options to improve game's GUI and player social interactions.
- Compiled research, created suggestions for game modification options, and made recommendations to CEO.
- Worked independently with limited supervision to identify project goals and create suggestions that helped company make informed decisions about game updates.

Since this may be your first professional experience, it's especially important to describe the skills you gained, and how your work added value to the company.

Don't forget to add this entry to your LinkedIn profile too!



SAMPLE PATHFINDERS ENTRY:

Pathfinders Leadership Cohort Member
Goff Strategic Leadership Center

August 20XX–May 20XX
Salt Lake City, UT

- Selected to participate in elite year-long leadership program focused on developing personal strengths, values, and goals.
- Engaged with community leaders to understand range of leadership techniques and skills across industries.
- Participated in career development/goal-setting sessions, and implemented tools to develop professionally.

When creating a Goff Pathfinders entry on your resume, please use the title "Pathfinders Leadership Cohort Member"

Make sure to include a summary of the program in your first bullet point so your reader understands what this program is!



SAMPLE AMBASSADOR ENTRY:

Ambassador

Goff Strategic Leadership Center

Aug 20XX - May 20XX

Salt Lake City, UT

- Collaborated with peers to create brand awareness strategies (outreach, digital media, experiential marketing) leading to increased visibility of Goff's programs.
- Provided feedback and ideas to Goff leadership, which informed program offerings, marketing strategies, and community-building efforts.
- As chair of the new Traditions committee, led peers in creating initiatives to build affinity among over 150 students annually.

Ambassadors are a critical part of the Goff team, especially since we operate much like a start-up. Your input helps Goff identify and define priorities, and your work helps us gain traction and build out opportunities for students to gain real-world experiences. Remember to include big goals like this in your bullet points!

SAMPLE GOFF CASE COMPETITION ENTRY:

Strategic Leadership Case Competition Finalist
Goff Strategic Leadership Center

March 20XX
Salt Lake City, UT

- Led team of 3 peers in creating recommendations to address a strategic challenge faced by local nonprofit.
- Conducted research, analyzed survey data, and developed a comprehensive proposal for increasing the number of volunteers from diverse backgrounds.
- Collaborated with industry experts to incorporate feedback and refine team's strategic approach.
- Synthesized and presented recommendations to panel of judges from multiple industries, and awarded 2nd place out of 10 teams.

When creating a case competition entry on your resume, use phrases such as "Strategic Leadership Case Competition Participant" or "Strategic Leadership Case Competition Winner."



USING THE STRATEGIES YOU
JUST LEARNED...

WRITE YOUR BULLET POINTS HERE

TIP:
INCLUDE
YOUR UNIQUE
EXPERIENCES!

AND DON'T FORGET...

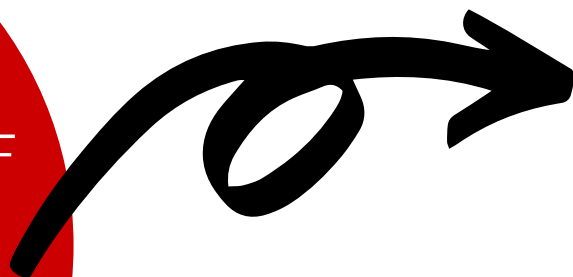
TAKE ADVANTAGE OF LINKEDIN!

UPDATE YOUR LINKEDIN PROFILE AS YOU
UPDATE YOUR RESUME

INCLUDE INDUSTRY-RELEVANT KEY WORDS
SO YOUR PROFILE SHOWS UP IN RECRUITER
SEARCHES

USE THE GOFF COMMUNITY LINKEDIN GROUP
TO FIND GOFF GRADS, REQUEST
INFORMATIONAL INTERVIEWS, AND ASK
QUESTIONS TO THE GROUP

STAY
CONNECTED
WITH YOUR GOFF
FAMILY VIA
GOFF'S LINKEDIN
GROUP!



tinyurl.com/gofflink

ADD GOFF TO YOUR LINKEDIN

HELP US KEEP THE GOFF NETWORK CONNECTED BY ADDING GOFF TO YOUR LINKEDIN PROFILE!

THIS HELPS OTHER GOFF GRADS AND STUDENTS EASILY FIND YOU ON LINKEDIN.

1. NAVIGATE TO YOUR LINKEDIN PROFILE, AND CLICK "ADD EXPERIENCE."
2. TYPE THE CORRESPONDING TITLE FOR THE GOFF PROGRAM WITH WHICH YOU WERE INVOLVED.
3. SEARCH FOR "GOFF STRATEGIC LEADERSHIP CENTER" IN THE "COMPANY NAME" FIELD, AND CLICK THE OFFICIAL GOFF PAGE THAT POPS UP.
4. ADD RELEVANT BULLET POINTS IN THE "DESCRIPTION" BOX. REMEMBER TO USE KEY WORDS RELEVANT TO YOUR DESIRED INDUSTRY.

If you're an Explorers student, create 2 separate entries:

One for your internship (connected to your internship company's LinkedIn page)

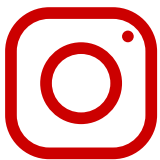
and

One for the Explorers program (connected to Goff's LinkedIn page)

ONE LAST THING...

This resource is just a starting point. Meet with your Business Career Services coach and learn how to best highlight your Goff experiences in the context of your other experiences and career goals! Learn more here:

<https://eccles.utah.edu/students/business-career-services/>



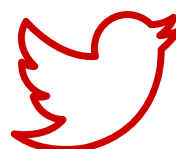
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