



Showing Versus Telling

| <i>Telling Example</i> | <i>Problem</i> | <i>Showing Example</i> |
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| Routinely audited site summary reports and records as required, submitting requested reports and statistics | This is just a job description. This is what he/she was REQUIRED to do for his/her job, so it doesn't show any accomplishment or reveal any note-worthy qualities about the applicant. | Established a semi-automated logging and tracking system that saved three hours weekly on routine auditing of site summary reports and records by improving accuracy and accessibility. (This shows the employee did something valuable for the company and proves he is a problem solver and a hard worker) |
| Worked hard to complete all inventory requests and solved problems. | This tells he worked hard and solved problems, but it doesn't prove it. | Designed an excel spreadsheet to automate inventory previously calculated by hand (This shows the employee is a hard worker, a problem solver, and willing to take initiative) |
| I am organized and efficient. | This applicant is merely stating a quality he/she possesses without proving it. | Turned around an ineffective customer service department by reorganizing customer service desk and training all associates. Result: Store subsequently won 2 company awards for customer service and mystery shopper ratings improved by 50%. |

Tip: When writing your showing sentences, describe how you helped your employer, what specific actions you took, and the results of your efforts.