Develop and Write “Impact Statements - What, How, Why”

“Impact Statements - What, How, Why” allow you to document your work performance in a way that highlights your impact on an organization. Effective statements are designed to demonstrate your key skills, talents and capabilities with measurable, concrete examples.

These statements give specific examples of tasks you completed and the impact on or benefit of your efforts to an organization. The diagram below will help you develop these statements.

<table>
<thead>
<tr>
<th>What?</th>
<th>• Created a database</th>
</tr>
</thead>
<tbody>
<tr>
<td>How?</td>
<td>• Used Access to develop the database, implemented user input form, ran reports</td>
</tr>
<tr>
<td>Why</td>
<td>• The company wanted to provide targeted sales approaches for each client based upon 3-4 dimensions</td>
</tr>
<tr>
<td>Impact</td>
<td>• Created Access database for over 200 clients to achieve a more customized sales approach</td>
</tr>
</tbody>
</table>

In developing these statements, think about times when you have made an impact. Ask yourself “When have I .......?”

☑ Invented or improved something?
☑ Achieved more with fewer resources?
☑ Saved money/reduced costs?
☑ Reduced costs?
☑ Improved productivity or operations?
☑ Saved time?
☑ Increased sales?
☑ Took initiative and solved a problem?
☑ Did something newsworthy or noteworthy?
☑ Created an original report, paper or document?
☑ Created or designed a new, process, program, procedure or product?
☑ Created and implemented a new procedure?

Create the “Impact Statements - What, How, Why” by using the following approach:

What=What did you do?
How=How did you do it?
Why=Why did you do it?  What was the purpose or results of what you did?

Incorporate all three into each cohesive Impact Statement.