

Action Verbs with Sample Phrases

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Administration and Operations

<i>Action Verb</i>	<i>Sample Phrase</i>
abbreviated	Abbreviated time to complete process by 20 percent without sacrificing quality of service.
abolished	Abolished burdensome reporting requirements.
accepted	Accepted additional responsibility for implementing new system.
accommodated	Accommodated a 25 percent increase in workload without need for additional staff.
accomplished	Accomplished project ahead of schedule.
acted	Acted as manager's representative in matters relating to policy administration.
adapted	Adapted national program to better meet local demographic needs.
adhered	Adhered to strict clinical protocols.
adjusted	Adjusted staffing schedule to meet fluctuating seasonal demands.
administered	Administered operations for contract compliance.
admitted	Admitted patients and served as primary contact for new "meet-a-customer, keep-a-customer" program.
advised	Advised team of performance expectations and measurement standards.
aided	Aided in office reorganization that boosted productivity 10 percent.
alerted	Alerted employees to changes in project priorities.
altered	Altered work-flow processes to reduce "holdovers."
amended	Amended text of contracts to clarify buyer and seller responsibilities.
appointed	Appointed to cross-functional task force to solve specific problem.
approved	Approved and expedited requests for material.
arranged	Arranged details for speaker programs (facilities, registration, food and beverages, publicity, volunteers).
arrived	Arrived at conclusions based on thorough research and analysis.
attacked	Attacked "difficult" projects that had been abandoned by former incumbents.
authorized	Authorized purchase requests for all 14 branch departments and two satellite offices.
bid	Bid on new projects that were lucrative to the company.
bored	Bored through slow-moving approval process with county, obtaining project permits in half the normal time.

calmed	Calmed employee concerns about proposed reorganization and maintained productivity throughout change.
carried	Carried the bulk of responsibility, generating 40 percent of workload among five-member team.
caused	Caused long-standing issues to be resolved through open dialogue and conflict-resolution exercises.
chaired	Chaired committee that explored new compensation structure and incentive program.
changed	Changed operation from outmoded paper system to electronic system.
checked	Checked paperwork for accuracy and completeness.
chose	Chose interiors and furnishings for new office.
circumvented	Circumvented red tape to move project forward.
classified	Classified material by date and category.
cleaned	Cleaned up filing backlog.
cleared	Cleared personnel for assignments.
commenced	Commenced work on complex, two-year project.
complied	Complied with federal and state regulations.
confirmed	Confirmed and expedited orders.
consolidated	Consolidated four operations in Vermont and Colorado into a centralized unit.
continued	Continued department's ranking as most productive among 12 branches, generating average billable rate of 92.9 percent.
coordinated	Coordinated multidisciplinary team in meeting all project benchmarks.
corrected	Corrected processes to eliminate downtime.
counseled	Counseled probationary employees on methods to improve work performance.
delegated	Delegated assignments to technical and administrative teams.
designated	Designated team leaders for new reengineering effort.
detailed	Detailed performance expectations to subordinates.
dispatched	Dispatched drivers to expedite deliveries and maximize backhauls.
disseminated	Disseminated directives from corporate office and interpreted policy to employees.
divided	Divided departmental responsibilities to better distribute workload.
documented	Documented baseline measurements to provide historical data.
enforced	Enforced corporate policy to improve productivity.
enhanced	Enhanced systems already in place to boost efficiency.
enlisted	Enlisted the aid of marketing and sales to better understand customer needs.
enrolled	Enrolled new customers in program.
ensured	Ensured compliance with federal and state regulations.

entered	Entered data on computer system and generated reports.
examined	Examined summary data and made recommendations.
extended	Extended life of equipment through proper maintenance and service.
fabricated	Fabricated models using CNC equipment.
facilitated	Facilitated weekly employee meetings.
fashioned	Fashioned new model to support paperless work environment.
filed	Filed documents with state and regulatory agencies.
followed	Followed clinical protocols.
formed	Formed alliance with key vendor and provided onsite office space for vendor partnership program.
forwarded	Forwarded orders to order processing.
fulfilled	Fulfilled contract requirements.
gathered	Gathered, assembled, and analyzed monthly production data.
grouped	Grouped employees into cross-disciplinary work teams.
handled	Handled 20 percent increase in work volume.
held	Held expenses below budget.
hurried	Hurried key-account orders through manufacturing and distribution.
implemented	Implemented program to improve productivity.
imported	Imported raw materials from European supplier at roughly half the cost.
incorporated	Incorporated customer-driven focus into all levels of organization.
integrated	Integrated information systems unit with sales and production functions, focusing technical team on meeting needs of field sales staff and customers.
interpreted	Interpreted raw data into meaningful material for program planning.
invented	Invented device to speed file processing.
inventoried	Inventoried 10,000 SKUs using new computer software.
learned	Learned new software through independent study; served as resource to train other users.
maintained	Maintained commercial and industrial properties.
marked	Marked materials for shipment.
measured	Measured and analyzed productivity.
modified	Modified program to meet needs of regional users.
molded	Molded inexperienced workers into competent professionals through intensive mentoring and staff-development initiative.
monitored	Monitored progress, analyzed variances, and took corrective action.
moved	Moved proposal through committee to meet peak seasonal demands.
multiplied	Multiplied productivity as a result of technology and training initiatives.

notified	Notified customers of changes in pricing and delivery schedules.
obtained	Obtained authorization from headquarters for new program.
omitted	Omitted duplicative steps to improve departmental productivity.
operated	Operated full range of business-office equipment.
ordered	Ordered business-office supplies.
organized	Organized office and warehouse space to accommodate 25 percent increase in volume.
outlined	Outlined proposal for new system.
oversaw	Oversaw diverse, multilingual staff.
packaged	Packaged products using computer-controlled machinery.
packed	Packed shipments for export.
pared	Pared reporting process to virtually half the original time.
perceived	Perceived need for improved customer communications and helped design new program.
pioneered	Pioneered use of just-in-time purchasing program, a concept new to the medical industry.
placed	Placed candidates in job-appropriate summer internships.
prepared	Prepared statistical and narrative reports for presentation to board of directors.
printed	Printed and distributed weekly reports to satellite offices.
prioritized	Prioritized projects and established timelines.
procured	Procured raw materials from domestic and overseas vendors.
produced	Produced full line of widget products.
proposed	Proposed reorganization of department that was accepted by corporate and subsequently adopted nationwide.
provided	Provided management with weekly analysis of administration and operations.
received	Received praise for leadership in chairing new quality-improvement committee.
recommended	Recommended revisions to contracts based on statistical analysis.
recorded	Recorded data for future use.
registered	Registered R&D products with patent office.
released	Released new products.
relieved	Relieved manager of administrative duties.
remained	Remained available for 24-hour, on-call status.
remodeled	Remodeled offices, including space plans, color and design theme, and furnishings.
reorganized	Reorganized office layout to maximize use of limited space—space planning accommodated a 20 percent increase in staff.
requested	Requested input from employees on issues.

retooled	Retooled operations to equip frontline employees with greater information access.
revamped	Revamped processes to meet fluctuating sales demands.
reviewed	Reviewed contracts and forms for accuracy and completeness.
revised	Revised policy and procedure manual, bringing it into compliance with current labor laws.
rotated	Rotated stock on regular basis to eliminate perishable loss.
scanned	Scanned documents and loaded information into database.
scheduled	Scheduled meetings using e-mail and calendaring programs.
screened	Screened applicant résumés for required skills and experience.
sequenced	Sequenced work flow to better fit with layout of production machinery.
set	Set new standards for safety and accident prevention.
shipped	Shipped goods via air and ground transportation.
shortened	Shortened production cycle by more than 20 percent.
sourced	Sourced new suppliers that provided quality raw materials at one-third the cost.
specified	Specified requirements for newly created position.
speeded	Speeded processing of important documents.
studied	Studied plant productivity and identified areas for improvement.
submitted	Submitted reports to management and corporate office.
supplied	Supplied raw materials to production line.
supported	Supported management in the marketing function.
surveyed	Surveyed competitors and made note of each operation's strengths and weaknesses.
tended	Tended daily administrative operations, freeing manager to concentrate on leadership responsibilities.
totaled	Totaled daily sales by SKU for seven sales clerks.
tracked	Tracked product movement through production, packaging, warehousing, and distribution.
typed	Typed correspondence, memos, reports, and proposals.
used	Used advanced features of Microsoft Word to prepare lengthy reports.
validated	Validated continuing-education units for renewal of licenses and credentials.
verified	Verified pricing and extended invoices.

Communications

Action Verb ***Sample Phrase***

acknowledged	Acknowledged tireless volunteer corps with a “Bless the Angels” recognition campaign.
acquainted	Acquainted with key contacts in business and government.
addressed	Addressed groups of 20–30 on a regular basis.
advertised	Advertised in new print vehicles, generating a 10:1 ratio on marketing funds.
aimed	Aimed marketing campaign to reach untapped demographic segment.
answered	Answered customer inquiries regarding products, delivery, and billing cycle.
appealed	Appealed to target market by addressing primary concerns.
arbitrated	Arbitrated long-standing disputes, bringing divergent interests to agreement.
aroused	Aroused public interest in new program.
asked	Asked by sales manager to present “closing” strategies at national sales meeting.
assessed	Assessed potential impacts to organization and advised executive team on management of critical issues.
associated	Associated with community groups and paraprofessional organizations to expand networking contacts.
avoided	Avoided potential customer-relations issues through proactive print and broadcast campaign.
blended	Blended needs of internal customers (engineering, sales) and brought groups to consensus.
briefed	Briefed cross-functional team leaders on progress.
broadened	Broadened company’s reach to Hispanic customers.
called	Called on network of contacts to help build new business.
chronicled	Chronicled history of company for 50-year celebration.
circulated	Circulated memos that reduced miscommunications with employees.
clarified	Clarified discrepancies in documents.
communicated	Communicated news and progress to satellite offices.
composed	Composed copy for collateral marketing materials.
conveyed	Conveyed procedural changes in a timely manner.
corresponded	Corresponded with Internet customers and catalogued standard responses for common questions.
critiqued	Critiqued copy for new marketing materials.
defined	Defined position responsibilities and performance standards.
delineated	Delineated program goals and implementation phases.
demonstrated	Demonstrated products at sales presentations.
described	Described complex, technical data in laymen’s terms.
diffused	Diffused volatile situation through “flash fax” communication with prime supporters.

discussed	Discussed methods to solve problems.
disseminated	Disseminated newsworthy information to key customers.
drafted	Drafted legal documents.
edited	Edited and proofed copy.
elaborated	Elaborated on product benefits.
elicited	Elicited favorable coverage from broadcast and print media.
engaged	Engaged customers in open-ended questions.
explained	Explained confusing legalese to second-language learners.
expressed	Expressed appreciation to medical center's volunteer staff by hosting a well-received masquerade ball.
fielded	Fielded questions from audience.
focused	Focused company newsletter on issues of greatest interest to customers.
garnered	Garnered support of government officials for new construction project.
greeted	Greeted customers and remembered unique personal facts, such as birth of a child or a special career achievement.
heightened	Heightened consumers' awareness of product through aggressive telemarketing campaign.
hosted	Hosted informal luncheons for ancillary medical staff.
indicated	Indicated unique features that differentiated product.
influenced	Influenced decision makers.
informed	Informed the public of upcoming events.
interpreted	Interpreted documents and conversations for Spanish-speaking customers.
introduced	Introduced new personnel policies to staff.
kept	Kept employees informed of industry advancements.
mediated	Mediated conflicts between staff and administration.
moderated	Moderated monthly Internet chats for industry association.
negotiated	Negotiated contracts to benefit of company.
persuaded	Persuaded customers to buy products, overcoming various stalls and objections.
praised	Praised support staff for contributions.
presented	Presented workshops for licensed and technical staff.
produced	Produced series of television advertisements.
profiled	Profiled customers for inclusion in contact database.
proofread	Proofread memos, correspondence, reports, print advertisements, and various collateral marketing materials.
publicized	Publicized all new product releases, staff advancements, company awards, and community service.

published	Published annual reports, newsletters, and other communiqués.
queried	Queried database for relevant information.
reached	Reached target market through a combination of print advertising vehicles.
recognized	Recognized employee contributions with new employee-appreciation program.
replied	Replied to customer inquiries about product warranties.
reported	Reported to board of directors.
represented	Represented company in a variety of public-speaking engagements.
resumed	Resumed negotiations with key customer after resolving several roadblocks.
routed	Routed requests for information to appropriate department.
settled	Settled liability issues out of court.
spoke	Spoke to groups of 50 or more to promote company's commitment to the community.
spruced	Spruced up image of company's marketing materials with three-dimensional logo and new photography.
strengthened	Strengthened relationships with customers through monthly newsletter communications.
suggested	Suggested methods to improve performance.
thanked	Thanked customers with handwritten follow-up notes.
translated	Translated conversations and documents from English to Spanish.
voiced	Voiced concerns about industry changes with potential negative impact to operation.
wrote	Wrote correspondence, memos, reports, and proposals.

Finance, Accounting

<i>Action Verb</i>	<i>Sample Phrase</i>
absorbed	Absorbed increased costs while maintaining gross margins on par.
accrued	Accrued additional profits through investment of pension funds.
accumulated	Accumulated record number of gifts through long-term fund-raising efforts.
adjusted	Adjusted general ledger codes to comply with new tax-reporting requirements.
allocated	Allocated funds for new construction.
allotted	Allotted financial and technical resources to augment staff training.
analyzed	Analyzed cost variances and recommended appropriate action.
audited	Audited construction, agribusiness, manufacturing, general business, service sector, and governmental entities.
averted	Averted potential tax liability.
balanced	Balanced bank statements for seven entities.
boosted	Boosted profit margins more than 12 percent.

bought	Bought materials and supplies using competitive bid process.
bridled	Bridled out-of-line expenses through new purchase-order request system.
brought	Brought previously outsourced accounting functions in-house, saving some \$25,000 in annual CPA fees.
budgeted	Budgeted seasonal workforce requirements.
calculated	Calculated return on investment.
captured	Captured 12 percent gain in net profit.
closed	Closed books monthly.
collected	Collected on accounts 180 days past due.
compared	Compared five-year statistical history with current data.
computed	Computed depreciation schedules.
controlled	Controlled labor and operating expenses within budget.
corrected	Corrected history of nonexistent budget planning, establishing detailed budgeting and cash-flow reporting process.
counteracted	Counteracted increase in rental expenses with decrease in communications expenses.
cut	Cut costs in primary expense category by 45 percent.
decreased	Decreased operating budget five percent annually, despite rising raw-materials costs.
defrayed	Defrayed costs by implementing new rental program.
disbursed	Disbursed construction funds to subcontractors.
disposed	Disposed of assets associated with closure of Acton office.
dissolved	Dissolved partnership and restructured organization as limited liability corporation.
distributed	Distributed grant money to 12 school sites.
divested	Divested nonperforming assets.
doubled	Doubled returns on pension fund investments.
earned	Earned "gold star" on audit package from Big 6 firm, a first for the company.
economized	Economized on use of contract labor without sacrificing quality or integrity of financial data.
eliminated	Eliminated variances in financial data through redesign of accounting system.
estimated	Estimated return-on-investment for proposed equipment purchases.
exceeded	Exceeded projections for cost reductions, finishing year at 11 percent under budget.
executed	Executed lending documents.
factored	Factored soft costs into equations.
financed	Financed aggressive expansion, providing financial savvy and tax expertise to position company for profitable mergers and acquisitions activity.

forecast	Forecast line items for annual budget.
formulated	Formulated financial models.
funded	Funded loans, generating an average of \$885,000 per month against a goal of \$750,000 per month.
gained	Gained significant ground in cleaning up two-year records-maintenance backlog.
generated	Generated highest billable production in a seven-member public accounting firm and attracted 20-plus new clients to firm.
increased	Increased average audit realization by 50 percent.
invested	Invested reserve funds to perform above industry average, representing an additional four percent in profits.
liquidated	Liquidated outdated stock.
locked	Locked in interest rates at record low.
made	Made monthly journal entries.
managed	Managed finance and accounting functions, including budgeting, cost accounting, managerial accounting, financial reporting, banking relationships, and purchasing.
minimized	Minimized risk and exposure.
originated	Originated qualified, complete, and accurate loan packages.
planned	Planned business process reengineering that led to an 11 percent rise in gross margins.
prepared	Prepared comprehensive operating and capital budgets.
projected	Projected returns based on various scenarios.
purchased	Purchased raw materials from overseas sources.
reconciled	Reconciled discrepancies in accounting records.
recovered	Recovered losses associated with flooding disaster.
reduced	Reduced primary expense category by 25 percent.
reimbursed	Reimbursed employees for attendance at conferences.
renegotiated	Renegotiated equipment service contracts, capturing a hard dollar savings of \$75,000 in first year.
reported	Reported financial position and made investment recommendations at monthly board meetings.
represent	Represented clients before IRS and lending institutions, as well as local and state regulatory agencies.
researched	Researched incongruities in financial data.
sold	Sold obsolete equipment at prices above market value.
sourced	Sourced venture-capital funding.
spent	Spent marketing funds wisely, generating a 12:1 return on advertising dollars.
stretched	Stretched limited operating funds.

trimmed	Trimmed more than 17 percent from next fiscal year's budget.
underwrote	Underwrote new venture using creative financing plan.

General Professions

<i>Action Verb</i>	<i>Sample Phrase</i>
accomplished	Accomplished goals, meeting or exceeding standards for all performance areas.
achieved	Achieved production standards above company average.
advanced	Advanced company's mission for developing innovative software solutions for home and business use.
ascended	Ascended quickly through the ranks, from junior account executive to division manager in less than six years.
attained	Attained designation as certified widget maker.
augmented	Augmented skills through self-study and annual attendance of professional conferences.
awarded	Awarded "Employee of the Year" for contributions to morale and productivity.
balanced	Balanced college, work, and family responsibilities while completing degree.
began	Began new program that affected productivity and was subsequently implemented in other branches.
benefited	Benefited from company-sponsored training.
branded	Branded by management as trainee with "great potential."
brought	Brought creative new vision to position.
caught	Caught on quickly, completing six-week training program in less than four weeks.
challenged	Challenged with new assignment that required notable analytical and problem-solving skills.
cited	Cited for exemplary performance.
collaborated	Collaborated with interdepartmental team of accounting, engineering, operations, sales, and distribution.
committed	Committed time, talents, and resources to community and industry associations.
communicated	Communicated regularly with home office, department leaders, vendors, and customers.
completed	Completed tasks within time and budget constraints.
conserved	Conserved limited operating funds for startup company.
contributed	Contributed to company's mission of providing affordable staffing solutions.

cooperated	Cooperated with members from all six departments to accomplish special projects.
created	Created new programs and systems to meet demands.
elected	Elected by peers as department representative for new task force.
exceeded	Exceeded performance criteria, earning top marks on recent evaluation.
facilitated	Facilitated change environment during reengineering process.
finished	Finished tasks in a timely manner to meet critical deadlines.
functioned	Functioned efficiently in a self-directed position.
furthered	Furthered the department's goals for customer service.
graduated	Graduated with solid general management skills from prestigious training program.
improved	Improved productivity ratings by 12 percent.
increased	Increased billable hours by 15 percent.
initiated	Initiated systems that eliminated variances in inventory data.
led	Led team that designed operationally sound infrastructure to support aggressive growth phase.
mastered	Mastered new concepts quickly, qualifying for promotion to next level six weeks ahead of schedule.
named	Named "Employee of the Year," an honor voted on by both management and employees.
nominated	Nominated "Teacher of the Year," one of five in a district with 200 teachers.
offered	Offered assistance on special projects.
optimized	Optimized use of time and resources.
organized	Organized work to meet project benchmarks.
overhauled	Overhauled position, transforming it from a process-only function to information-based service with significant customer interaction.
participated	Participated on multidisciplinary task force that planned new technology upgrade.
partnered	Partnered with customers, helping them attain their goals for retail sales.
performed	Performed the following management-support functions: represented chief executive before various employee groups, task forces, and community organizations; orchestrated internal administrative affairs; supervised nine-member office staff; and coordinated executive's site visitation for 70 district locations.
processed	Processed sales orders for international customers.
progressed	Progressed with company's growth, beginning as secretary for startup operation and advancing to administrative manager for a six-branch district.

promoted	Promoted through a variety of operations and customer-service positions.
proposed	Proposed new vision for customer service—assembled materials that responded to issues and simultaneously promoted new products or future purchases.
read	Read as many as 15 industry journals, business newspapers, and financial magazines monthly.
selected	Selected for prestigious training team charged with updating skills of company’s sales force nationwide.
sent	Sent to specialized training in Frankfurt, Germany.
sharpened	Sharpened skills through hands-on college course work and simulation exercises.
solved	Solved problem of speeding expedited shipments without increasing costs.
started	Started new employee-appreciation program.
stimulated	Stimulated discussion among accounting and shipping department leaders to resolve recurring problems.
streamlined	Streamlined department work flow through implementation of local area network and integrated software.
strengthened	Strengthened reputation of customer-service department by providing timely, accurate responses and post-sale follow-up to customers.
succeeded	Succeeded in turning around operation’s tendency to miss important client deadlines.
surpassed	Surpassed annual quota requirement in just nine months.
tackled	Tackled projects that had been abandoned for more than a year.
thrived	Thrived in fast-paced, technology-driven business environment.
upgraded	Upgraded quality of marketing materials through computer-aided design skills.
volunteered	Volunteered in the community as representative of company.
won	Won confidence of managers, resulting in early promotion to senior administrative technician.
worked	Worked in tandem with engineering team to understand the product-development cycle.

Human Services, Health Care

<i>Action Verb</i>	<i>Sample Phrase</i>
advocated	Advocated for underserved populations.
cared	Cared for patients with complex, multisymptom diseases.
comforted	Comforted victims as member of first-response team.
consoled	Consoled victims and family members.

counseled	Counseled client caseload with a variety of affective and schizophrenic disorders.
dedicated	Dedicated to serving women recovering from domestic abuse.
devoted	Devoted more than a decade of professional service to underserved migrant populations.
eased	Eased tensions in multiracial, inner-city neighborhood.
embraced	Embraced the uniqueness and worth of all cultures.
encouraged	Encouraged clients recovering from substance abuse.
enriched	Enriched the lives of at-risk children through linkages with a mentor program.
fostered	Fostered relationships with geriatric clients.
healed	Healed volatile, blended-family relationships.
helped	Helped clients access no-cost or low-cost community resources.
interceded	Interceded on behalf of non-English-speaking clients.
intervened	Intervened on behalf of minors.
kindled	Kindled hope for family members of children suffering from leukemia.
lifted	Lifted the spirits of geriatric patients through movement and music-therapy sessions.
nursed	Nursed outpatient HIV patients, administering antibiotic, antiviral, chemotherapy, and investigational agents.
nurtured	Nurtured relationships between disassociated family members.
prescribed	Prescribed therapeutic activities to facilitate restoration of movement.
reconciled	Reconciled victims and offenders through court-ordered reconciliation program.
referred	Referred clients to community resources that provided financial aid, health care services, and work-skills training.
rehabilitated	Rehabilitated patients suffering from CNS trauma.
touched	Touched the lives of at-risk youth, several of whom turned from involvement in gangs to return to school and complete their GEDs.

Management

<i>Action Verb</i>	<i>Sample Phrase</i>
abandoned	Abandoned “preferred” products that yielded negligible returns in favor of innovative items that yielded three times the margin.
abated	Abated onerous regulatory fees by addressing situations before they escalated to injunctions and fines.
accelerated	Accelerated pilot study time, enabling company to bring new product to market before competitor.

allayed	Allayed employee concerns about pending merger.
alleviated	Alleviated pressures caused by temporary staffing shortages by implementing a comprehensive cross-training program.
amassed	Amassed a formidable team that represented some of the industry's top talent.
anticipated	Anticipated industry trends through analysis of economic and business data.
appraised	Appraised situation, considering enterprise-wide impacts on operations and customer satisfaction.
approached	Approached by company to rectify underperforming operation.
appropriated	Appropriated resources for a much-needed employee-appreciation program.
assembled	Assembled a cohesive team of licensed professional staff and technicians.
blocked	Blocked an attempt by major competitor to court company's key accounts.
bundled	Bundled services to gain greater returns.
charged	Charged with reversing downward spiral in sales.
charted	Charted new course for company.
commanded	Commanded highly skilled technical team of Ph.D. scientists engaged in biogenetic research.
commended	Commended team efforts and individual contributions in company newsletter.
commissioned	Commissioned with task of launching new digital PCS operation.
complemented	Complemented sales of ABC product with creation of unique add-on service.
conceived	Conceived idea for marketing partnership with popular radio station and regional shopping mall.
conducted	Conducted financial, legal, and business affairs of organization.
conferred	Conferred with industry analysts.
considered	Considered and encouraged input from all levels of the organization.
consolidated	Consolidated production lines from three locations.
constructed	Constructed new production facility, business offices, and showroom.
consulted	Consulted with purchasing managers and decision makers throughout sales cycle to ensure purchases would solve specific customer needs.
contracted	Contracted with raw materials suppliers at savings of 20 percent.
converted	Converted company from manual operation to paperless system.
dealt	Dealt with complex issues affecting sales and customer satisfaction.
delivered	Delivered above-average returns.

designed	Designed an innovative and well-received employee review system.
determined	Determined pricing structure based on market research and economic projections.
developed	Developed inexperienced employees into solid performers.
devised	Devised “boutique customer-service” program to counter megaretailer’s entry into market.
directed	Directed 17-member staff in finance, information systems, customer service, and sales functions.
empowered	Empowered employees through information access and shared decision-making protocol.
ended	Ended a four-year term of negative earnings.
established	Established infrastructure for new organization, developing human resource, accounting, information systems, and service departments in four weeks.
evaluated	Evaluated staff performance and provided development plans to promote employee career growth.
exchanged	Exchanged ideas, challenges, and encouragement in a group of select business leaders from various disciplines.
expanded	Expanded operation to maximum capacity.
experienced	Experienced in full range of project management, from concept through completion.
experimented	Experimented with alternative distribution sources, one of which enabled product to reach market two weeks faster than normal.
found	Found new vendors through Internet searches.
framed	Framed plans for spin-off subsidiary to stabilize sales in slow winter months.
headed	Headed task force that reengineered warehousing and distribution functions.
included	Included personnel in planning and decision-making process.
influenced	Influenced decision makers to fund pilot tests for experimental products.
initiated	Initiated company’s entry into the public-works sector, a volatile yet highly lucrative market.
inspired	Inspired employees by modeling leadership and responsibility in work and community commitments.
instilled	Instilled new sense of direction to old-line company with floundering sales.
instituted	Instituted program to reward employees for suggesting ideas that were accepted for companywide implementation.
invited	Invited employee participation in reengineering process.

issued	Issued corporate directives for aggressive business-development initiative.
joined	Joined forces with allied agencies for unique private-public sector partnership.
knitted	Knitted together a unique team representing broad government, media, business, and education segments of community.
led	Led small, private company through volatile period associated with competition from well-financed national rival.
lessened	Lessened impact of critical patent expiration by issuing competitive pricing initiative and exploring broader market component as focus for new business development.
listened	Listened to employee suggestions for improving systems; implemented several proposals that improved productivity and earned handsome bonuses for employees.
looked	Looked for new methods to boost productivity.
managed	Managed full scope of operations.
mandated	Mandated intensive employee development and advancement program.
maneuvered	Maneuvered organization through cumbersome regulatory changes.
merged	Merged disparate operational systems into cohesive program.
merited	Merited the attention of corporate headquarters for improvements in all performance areas.
mobilized	Mobilized cross-functional work teams to service new customer that virtually doubled revenue for company.
modeled	Modeled leadership through hands-on involvement in business operations and promotion of new open-door policy.
motivated	Motivated distributor network to promote company product line as priority product.
mounted	Mounted aggressive campaign to counter competition from megaretailer.
narrowed	Narrowed gap between dominant market-share leader.
navigated	Navigated course to enable company to comply with complex set of new environmental restrictions.
overcame	Overcame inherited problem associated with open order file approaching \$8 million with 80 percent back orders—within nine weeks, reduced file to \$2.5 million with 25 percent back orders.
paced	Paced implementation phases to sustain aggressive growth, projected to continue at an annual rate of 28 percent for the next five years.
pepped	Pepped up the production of an experienced workforce by providing innovative time-off-for-performance and pension-plan incentives.
piloted	Piloted program that enabled new products to clear research and development phase in nearly half the time.
planned	Planned six-month, one-year, and five-year goals for operation.

pointed	Pointed mailroom department in new direction, transitioning it from a process orientation to an internal customer-service focus.
presided	Presided over monthly unit meetings.
profited	Profited from new export program that generated a 40 percent return.
pruned	Pruned several middle-management layers from old-line company on verge of bankruptcy.
pushed	Pushed company toward Internet marketing while electronic commerce was in its infancy—early entry positioned company as a primary resource for information, as well as products and services.
raised	Raised expectations for all levels of employees and provided aggressive staff-development program that equipped employees with tools to excel.
rallied	Rallied employees after unexpected death of company's respected founder and chief executive officer.
recruited	Recruited talented team of engineers, researchers, and technical staff.
rectified	Rectified organizational issues affecting order turnaround.
redirected	Redirected efforts of sales team to focus on high-net, repeat sales.
reengineered	Reengineered business units enterprise-wide.
replaced	Replaced disparate data systems with relational databases.
retained	Retained talented, committed employees who helped boost productivity more than 25 percent.
returned	Returned operation to profitable status in just six months.
reversed	Reversed downward spiral for sales and market share.
revitalized	Revitalized stagnant operation with total quality improvement program.
rewarded	Rewarded employee contributions with point system that applied toward salary bonus.
seized	Seized market opportunity available with growing Pacific Rim demand for California agricultural products.
shaped	Shaped new lending policy that reduced financial institution's risk exposure.
sponsored	Sponsored nonprofit event to increase community name recognition.
steered	Steered management team through six months of negotiations, ultimately landing competitive contract with major manufacturer.
stimulated	Stimulated sales of XYZ line, a lucrative but difficult-to-sell product that had been virtually ignored in past years.
supervised	Supervised business managers in inventory, sales, and service units.
tagged	Tagged by president to cross disciplinary lines and tackle IT/IS issues that had been handicapping business-support systems.
tied	Tied employee compensation and advancement to definable performance standards.

took	Took reins of six-month-old company foundering for lack of management expertise and marketing savvy.
transformed	Transformed facility from production line operation to “cross-pollinated” work groups, boosting employee productivity, collaboration, and creativity.
turned	Turned negative newspaper article about the industry into an opportunity to communicate with customers; countered press report with “success stories” and offered discount coupon that boosted monthly sales, as well as customer goodwill.
undertook	Undertook an employee-driven cleanup program that dealt with a recurring graffiti problem.
unified	Unified employee commitment and loyalty to company through a comprehensive employee-assistance program.
united	United newly acquired branches with divergent systems and cultures into a cohesive regional operation.
upheld	Upheld workplace values and promoted mission statement of benefiting both investors and customers.
valued	Valued input from all levels of organization.
viewed	Viewed challenges as opportunities.
weathered	Weathered challenging economic and industry conditions, earning company ranking among top three widget companies in the state for the past 15 years.
withstood	Withstood onslaught of competition by well-financed, multinational companies.
wove	Wove societal and environmental values into management philosophy.
yoked	Yoked with talented management team, collaborating on a variety of successful planning, technical, and operations projects.

Sales, Sales Support, Customer Service

<i>Action Verb</i>	<i>Sample Phrase</i>
accentuated	Accentuated unique selling features to differentiate and position products.
achieved	Achieved quota for 10 consecutive months.
acquired	Acquired 200 new accounts in less than six months.
added	Added new services to boost average ticket sale.
adopted	Adopted a “client first” mentality to promote repeat business.
advised	Advised customers on sales, maintaining a view of long-term business relationships.
annihilated	Annihilated prime competitor’s market position.
appeased	Appeased customers who were upset over rate increases and persuaded them to remain with company.

aspired	Aspired to generating record sales for company—set new performance benchmarks for sales growth, market penetration, and customer retention.
bettered	Bettered prior year’s performance by 20 percent.
blotted	Blotted out company’s three-year record of declining sales.
boasted	Boasted the region’s highest customer-satisfaction ratings.
broke	Broke company’s 20-year record for new business development.
built	Built relationships with potential new customers.
catered	Catered to exclusive clientele.
cemented	Cemented relationships with customers.
closed	Closed sales for junior account executives, securing business from 95 percent of customers closed.
consummated	Consummated complex transactions involving cooperation between multiple entities.
convinced	Convinced customers to shift loyalties from competitors and try XYZ products.
cultivated	Cultivated relationships with key referral contacts in the OEM market.
displayed	Displayed equipment and fielded questions regarding operation, maintenance, and warranty.
doubled	Doubled sales volume during first year in territory, a record for the company.
drove	Drove sales increases by focusing on high-net-profit items.
enlarged	Enlarged territory, tapping under-serviced outlying areas.
enticed	Enticed new customers through attractive displays and creative promotions.
established	Established company as a significant player in the home health care market.
exercised	Exercised discretion in negotiating financing terms on sales of up to \$10,000.
familiarized	Familiarized customers with company features and benefits.
forged	Forged alliance with respected service company, providing customers with value-added service for future maintenance and repair needs.
fought	Fought competitor entry into market with aggressive promotional campaign.
gained	Gained significant strides with previously “no see” accounts, earning audiences with influential decision makers in the XYZ industry.
gave	Gave presentations in a variety of community, school, and business forums.
generated	Generated 175 new accounts that each averaged an opening order of \$7,000.

grew	Grew territory sales, channeling efforts away from small physician practices to major health care organizations.
hoisted	Hoisted branch sales volume from bottom quartile to top five percent in a region of 35 branches.
ignited	Ignited stagnant sales operation, showing a 14 percent gain after four prior years of “flat” sales.
incited	Incited sales team to record performance through motivational training and product incentives.
infused	Infused sales team with confidence to win top region sales honor, outproducing regions in major metropolitan areas.
interested	Interested prospective customers in product through free trial subscription; converted 80 percent of subscribers to long-term contracts.
involved	Involved in industry, community, and nonprofit organizations as part of networking efforts.
jacked up	Jacked up lagging sales to finish year on budget.
launched	Launched new product, gaining full and maximum distribution with all key customers.
leveraged	Leveraged position with new customers, offering impressive record for service and reliability.
linked	Linked customers with informational resources as value-added service.
made	Made inroads and headway with previously inaccessible clients.
marketed	Marketed full line of products and services.
mended	Mended relationships with clients who had not received personal sales calls in more than a year.
monopolized	Monopolized high-tech widget market, capturing approximately 65 percent of total market sales in geographic area.
negotiated	Negotiated financing terms, delivery costs, and quantity discounts.
nurtured	Nurtured relationships with key accounts, increasing frequency of call cycle from six to four weeks.
opened	Opened new territory and attained projected goals.
outdistanced	Outdistanced competitors by providing impressive multimedia sales presentations, preferred customer pricing, and free user training.
penetrated	Penetrated Hispanic market, generating an additional 35 percent in sales.
pursued	Pursued high-net-margin accounts, bringing in six new large insurance agency contracts.
quadrupled	Quadrupled sales during tenure with firm.
ranked	Ranked as top producer among sales team of 10.
rebuilt	Rebuilt territory that had suffered from merger restructuring.
related	Related product benefits to customer’s needs.

renewed	Renewed relationships with neglected customers.
secured	Secured new business in the electronic commerce sector.
set	Set sales team goals for yearly, quarterly, and monthly sales production for three product lines.
snagged	Snagged prestigious account, a longtime customer of company's chief competitor.
sold	Sold full line of widget products.
solicited	Solicited first-time business with national accounts.
spurred	Spurred sales team to finish year over budget.
swayed	Swayed customers "on the fence" to commit to purchasing products.
swept	Swept the region in all performance indicators: sales volume, new accounts, and average ticket order.
tapped	Tapped new niche market, estimated to yield more than \$1 million in revenue in the next fiscal year.
topped	Topped prior year's stellar performance, earning national recognition for new product sales.
traveled	Traveled regularly throughout four-state Western region.
tripled	Tripled sales volume in an established territory.
urged	Urged customers to purchase warranty contracts.
vaulted	Vaulted territory sales production from number 15 to number two in district.
won	Won large sale contract with a long-sought institutional account.
yielded	Yielded record sales for the company's 10-year history.

Teaching, Staff Development

<i>Action Verb</i>	<i>Sample Phrase</i>
adapted	Adapted corporate training materials to meet the needs of multicultural staff.
addressed	Addressed the needs of students with varied learning modalities.
affirmed	Affirmed the uniqueness and capabilities of every student.
cautioned	Cautioned students of consequences associated with drugs and invited ex-gang member as guest speaker on the subject.
celebrated	Celebrated major cultural holidays for more than 10 countries as third-grade classroom teacher.
charted	Charted and provided feedback on students' progress.
clarified	Clarified textbook material.
coached	Coached new hires throughout three-month orientation period.

collaborated	Collaborated with special-education instructors and resource teachers to develop individualized educational plans for students with special needs.
communicated	Communicated complex theories in easily understood, relational concepts.
conducted	Conducted interactive training sessions.
demonstrated	Demonstrated principles through laboratory experiments.
designed	Designed engaging, entertaining lessons for adult students.
educated	Educated students in an open classroom setting.
empowered	Empowered at-risk students by exposing them to college and career opportunities.
enabled	Enabled students with learning disabilities to grasp new concepts.
equipped	Equipped developmentally delayed adolescents with daily living skills (shopping, banking, arranging transportation, and so on).
grouped	Grouped diverse students—those from various academic levels and cultural backgrounds—to implement a cooperative-learning pilot program.
guided	Guided students through the maze of accessing financial aid.
implemented	Implemented new curriculum that focused on science and technology in the primary grades.
influenced	Influenced change in the lives of at-risk young people, several of whom turned from gang involvement and finished high school.
informed	Informed seminar attendees of regulatory changes and compliance issues.
inserviced	Inserviced staff on techniques to recognize signs of substance abuse.
instructed	Instructed classes in American history.
lectured	Lectured on material and provided follow-up, hands-on learning opportunities.
mentored	Mentored new teachers, providing guidance on classroom management, discipline, and lesson plans.
quizzed	Quizzed students on course material.
reinforced	Reinforced learning through integrated curriculum lessons.
reiterated	Reiterated important concepts while addressing a variety of learning modalities.
taught	Taught alternative-education students vocational skills.
trained	Trained certificated staff on new state reading standards.

Technical

Action Verb

Sample Phrase

analyzed	Analyzed department's future IS needs and drafted plan to ensure strategic alignment with overall business plan.
certified	Certified weights and balances of precision equipment.
conceptualized	Conceptualized and developed UNIX shell scripts to aid in monitoring computer environment—scripts were subsequently used as models for current monitoring tools.
connected	Connected satellite users with main office through networking devices.
created	Created reference materials, quickly bringing technicians and system operators to high levels of competency.
decoded	Decoded encrypted data.
designed	Designed software solutions for widget-processing industry.
detected	Detected faulty components.
equipped	Equipped district with videoconferencing capabilities.
evaluated	Evaluated system failures and pinpointed errors.
expanded	Expanded system capabilities.
fabricated	Fabricated components per customer specifications.
facilitated	Facilitated complex migration from CTSS to UNICOS operating system.
fixed	Fixed recurring problems that had eluded prior technicians.
gauged	Gauged user needs and system capabilities and recommended appropriate hardware upgrade.
grasped	Grasped quickly concepts and procedures for new operating system and selected from staff of 12 to train other technologists (training is normally outsourced).
honed	Honed troubleshooting skills through advanced IBM component-level troubleshooting course.
identified	Identified user needs and modified system accordingly.
installed	Installed new system, providing users with uninterrupted service during project.
integrated	Integrated accounting functions with sales, warehousing, and shipping.
investigated	Investigated recurring computer crashes; traced glitch to vendor software and served as liaison in problem resolution.
isolated	Isolated technical malfunctions at the component level.
mastered	Mastered intricacies of new software and was called on as resident expert to explain advanced functions.
planned	Planned move of mission-critical business systems to alternative computing platform, including all international business support, publications, regulatory, and distribution systems.
preserved	Preserved integrity of data.
prevented	Prevented system failures that had plagued previous system administrators.

programmed	Programmed in C, C++, Java, Visual Basic, PowerBuilder, Windows NT, and UNIX.
reconstructed	Reconstructed corrupted data using various software tools.
reengineered	Reengineered data-management foundation on IBM mainframe platform from VSAM flat-file environment to SQL-based DB2/VM.
relied	Relied on crack technical team to program and test new software release.
repaired	Repaired and maintained 200-user network.
restored	Restored 100 percent of data after earthquake disaster.
retrieved	Retrieved and manipulated data.
revolutionized	Revolutionized use of software, engineering an innovative data-acquisition and analysis platform to gather and analyze flight-test data for experimental aircraft.
safeguarded	Safeguarded data through disaster-recovery protocol.
salvaged	Salvaged mismanaged IS conversion (a \$300,000 capital investment)—directed installation project for world-class computer system to support 24-hour, seven-day operation.
searched	Searched Internet using a variety of sophisticated search commands.
showed	Showed novices how to navigate the Internet.
systematized	Systematized protocols to improve procedure-execution accuracy from 85 percent to 99 percent.
tested	Tested new Windows-based release of software.
trained	Trained users, converting computer-phobics to technically competent operators.
troubleshoot	Troubleshoot puzzling hardware problems at board and component levels.
turned	Turned technicians into business professionals who understand multidimensional corporate needs and bottom-line profit.
upgraded	Upgraded hardware and software, implementing five major software upgrades over tenure.
wrote	Wrote and installed aliases that reduced input errors 50 percent and increased efficiency of routines 30 percent.