

# The C.A.R.E. Method Worksheet

## 2-STEP METHOD FOR MORE POWERFUL RESUME BULLETS

It's not just what you say about your career – it's *how you say it*.

Follow the C.A.R.E. Method to create compelling resume bullets that help hiring teams c.a.r.e about what only you can bring to their company.

### Step 1

#### **C** – CHALLENGE

First explain the surrounding context for which you were required to act upon.

#### **A** – ACTION

Describe your actions to remedy the problem or to create new opportunities.

#### **R** – RESULT

What was the outcome of your actions? / How did the organization benefit?

#### **E** – EMPHASIS

What were the stakes, context, or nuances that made this important?

#### EXAMPLE:

**C-Challenge:** *Tasked with driving new revenue and onboarding new accounts*

**A-Action:** *Leveraged deep tele-health and healthcare technology experience and knowledge to speak to the customer in their language*

**R-Result:** *Closed \$100M deal (5-year contract) with the largest virtual health provider in the U.S.*

**E-Emphasis:** *Cross-collaborated with operations team. Closed deal despite client having a legacy contract and personal connection to our competitor. Their last rep was disliked.*

Now, let's rearrange these answers to create a powerful statement in the order: **R - A - C - E**

## Step 2

### **R - RESULT**

Closed \$100M deal (5-year contract) with the largest virtual health provider in the U.S.

### **A - ACTION**

Leveraged deep tele-health and healthcare technology experience and knowledge to speak to the customer in their language

### **C - CHALLENGE**

Tasked with driving new revenue and onboarding new accounts

### **E - EMPHASIS**

Closed deal despite client having a legacy contract and personal connection to our competitor. Cross-collaborated with operations team. Their last rep was disliked.

#### EXAMPLE:

*Closed 5-year, \$100M contract with Teladoc by leveraging deep tele-health and healthcare technology acumen, winning business out from under our largest competitor.*

---

*Won \$100M, 5-year contract with Teladoc by leveraging nuanced understanding of tele-health business and vernacular, upsetting client's long-term legacy contract with top competitor.*

---

*Regained \$100M, 5-year contract with largest virtual health provider (Teladoc) through customer relationships management, flipping business back after an adverse event drove them away 5 years prior.*

---

A good rule of thumb is to add between **3 to 5 bullets** under each job experience.

Remember, we want to give them the *sizzle* not the *steak*.

**SUCCESS:**

**C-Challenge:**

---

**A-Action:**

---

**R-Result:**

---

**E-Emphasis:**

---

**ORGANIZE YOUR BULLETS USING R-A-C-E**

---

---

---

---

---

---

---

## SUCCESS #2:

**C-Challenge:**

---

**A-Action:**

---

**R-Result:**

---

**E-Emphasis:**

---

## ORGANIZE YOUR BULLETS USING R-A-C-E

---

---

---

---

---

---

---

Print out as many of page 3 that you need to rewire the success statements for roles you've held in your career for the last 20 years.

***You've got this.***

### SUCCESS #3:

**C-Challenge:**

---

**A-Action:**

---

**R-Result:**

---

**E-Emphasis:**

---

### ORGANIZE YOUR BULLETS USING R-A-C-E

---

---

---

---

---

---

---

**Did you notice? You've gone the extra mile!**

While your **R-A-C-E** answers are perfect for resume bullets, your **C-A-R-E** answers are ideal for answering interview questions.

*Now that's some serious **Traction!***

**SUCCESS #1:**

**C-Challenge:**

---

**A-Action:**

---

**R-Result:**

---

**E-Emphasis:**

---

**ORGANIZE YOUR BULLETS USING R-A-C-E**

---

---

---

---

---

---

---

**Need help?**

Give us a shout any time at [hello@tractionresume.com](mailto:hello@tractionresume.com)