

FAB Sheet

Introduction

At The People Foundry when we present our candidates background and experience, we want to show how your employment will benefit both the organisation and the employer as an individual.

We want to demonstrate how you can help improve profits, reduce costs and just make things run better. We have learned that resumes, more often than not, result in rejection rather than interviews. Because of this we seldom send a resume to a prospective employer.

We have, instead, developed the Feature/Accomplishment/Benefit Presentation – FAB for short – to use in presenting your background and experience to an employer.

The FAB presentation does several important things.

- It shows specifically what you can do for the employer
- How you will benefit him or her and the organisation.
- It details what you have accomplished in your current and previous positions.
- Finally, it highlights your unique features and experiences.

This is a great tool to improve your CV, and for preparing for interviews.

Using FAB

How do you prepare a FAB presentation? Let's start by defining some terms:

Features (Current Tense)	Interesting and relevant facts about you. (ie expert Digital Marketer), highlights about yourself in line with the specific role requirements (e.g. years of experience, sectors worked in etc).
Accomplishments (Past Tense)	Significant measurable results you obtained for your current and past employers. Use STAR (see below) to help, recommendations, references, testimonials. This part really supports the benefits part, what evidence do you have of your accomplishments, what have you done well. Make sure this ties in with the benefits part. (e.g. 'I have X many years experience in supporting clients all over Europe' here you can see how this sentence would tie in with the benefits section, you are backing up why and how you can develop trusting relationships).
Benefits (Future Tense)	Educated guesses of what you can do for a new employer based on your accomplishments. Be mindful that the next part will be backing this up (e.g. 'I can develop trusting relationships with your clients'). What your specific features will actually do for the targeted client – ideally appealing to their Dominant Buying Motives (DBM) . Using words like Improve, Reduce, Implement, Enhance, Develop Introduce, Streamline, Remove, Help, Organise, Increase, decrease, extend, grow, expand etc..

N.B.

Avoid using these Dominant Buying Motives

Save time, save money, make money, image and/or feel good factor, survival, peace of mind, taking away the recruitment hassle.

Prepare a chronology of your work history. Make sure you have included all of the positions you have held. Don't forget the promotions! After you have prepared the chronology, list all of your significant accomplishments for each of the positions. Go ahead and list them all. This is not the time to be humble. The accomplishments should be very specific and contain quantitative measures where appropriate.

After your lists of features and accomplishments have been completed, study them over. Now identify what you can do for a new employer. How can you benefit him or her? What are the most compelling reasons for a new employer to want to hire you over someone else? Put these answers in the benefit column.

After you have completed your FAB presentation, go over it. Study it carefully. Have you forgotten anything? Where can you include additional quantitative measures? Numbers tell! Can a benefit be rephrased so you will look more attractive to an employer? Is there an accomplishment from early in your career that is particularly significant that should be included?

Using STAR

S (Situation) T (Task) A (Action) R (Result)

S (Situation)

Who, why, what, where, and when. (Company name, issue to be resolved etc)

T (Task)

What was your exact part to play in this situation?

What was your assigned role?

How were you able to turn this situation into an opportunity?

A (Action)

What were the steps you took to solve this challenge?

How did you think about any problems?

How did you overcome roadblocks and follow the situation through to get results?

Was there anything unique about your actions or your method worth mentioning?

R (Result)

How were things better off because of what you did?

What lessons did you learn?

High level of detail is also necessary in the results step. You need to use as many quantifiable metrics and specifics as you can to prove that you had an impact.

FAB and STAR template

Use 1 template per feature

Feature**Situation:****Accomplishments****Task:****Action:****Benefits to the client (DMB's)****Results:**