



Accomplishment Story – Example

Maltoni Food Brand Re-Launch

What was the problem, need or challenge?

The Maltoni food business was acquired by a private equity firm. The acquisition was highly-leveraged and the business needed to be turned-around in order to create the cash flow necessary to cover debt payments. If this didn't happen, the new owners would have been forced to sell the company at a terrible loss, and hundreds of employees would have been laid-off.

What did you do about it?

After studying the business for opportunities, I developed an action plan that re-positioned the business in the minds of our distributors and improved brand relevance among our consumer base.

How did you do it, specifically?

I established new pricing strategies for all products and sub-brands, and re-launched two product lines (canned soup and seasonal candy). I initiated and implemented the first consumer promotion in the company's history. Finally, I created sales aids and trained distributors on new initiatives

What positive, tangible results did you produce?

I achieved revenue and profit targets of +9% based on improved consumer take-away, and reduced expenses related to food product returns. These results led to better relations with our distributors, serviced our debt and allowed the private equity firm to acquire other well-known brands in the food industry. No employees were let go. Maltoni Foods was able to remain in business, and the company is thriving to this day.

What skills did you demonstrate?

Analysis, persuasion and management.

Accomplishment Stories

Instructions / Definitions:

Each accomplishment you use should satisfy at least 2-3 of the following criteria:

- A work-related task or event about which you feel proud
- A situation where you went “above and beyond” the job’s responsibilities
- An example of taking personal initiative
- A time when you may have received special recognition or praise

Select 8 to 10 work-related examples from any time in your career, and answer the following questions to complete the “stories.” Each of your answers should constitute its own paragraph on the page (so each full story will be written in five separate paragraphs). The stories should be written on separate pages (one story per sheet), following the five-step structure shown below. Give a short title to each story.

1. What was the problem, need or challenge?

2. What did you do about it? (Not the team or department – YOU).

3. How did you do it, specifically?

4. What positive, tangible results did you produce? (Quantify if possible)

5. What skills did you demonstrate?* (List 3-4 skill words for each story).

* Skill words include the following. Use only the words below; selecting three to four maximum per story, to answer question number five. Try to “mix it up” by NOT using the same skill words on every Accomplishment Story.

Management, Communication, Leadership, Presentation, Persuasion, Analysis, Innovation, Team-Building, Problem-Solving, Follow-Through, Organization.