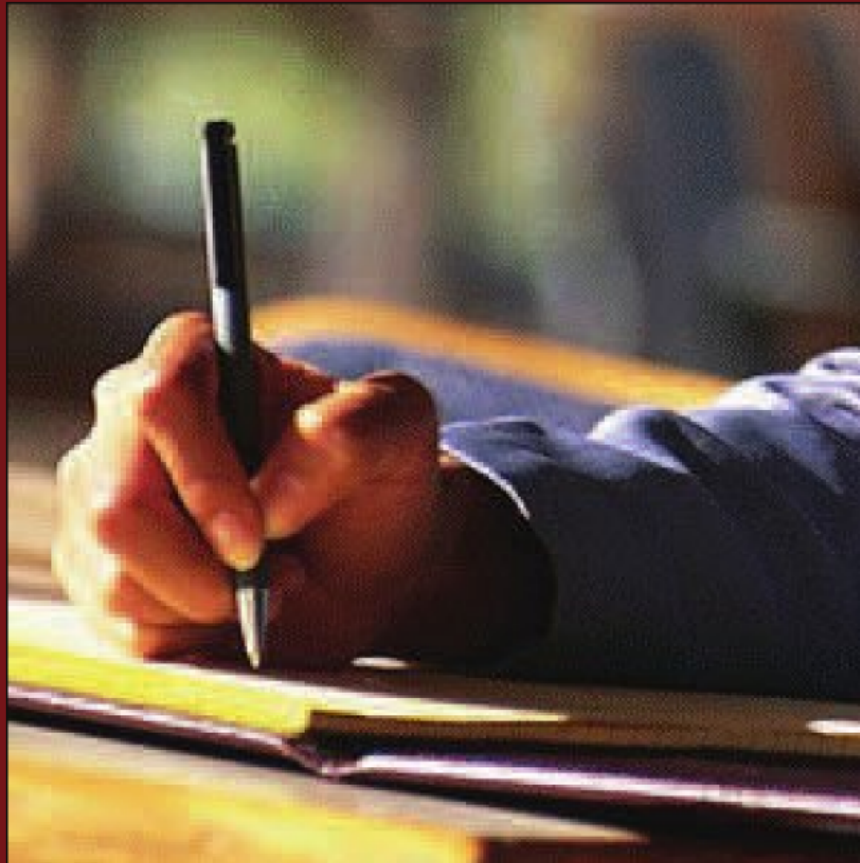


BEVERLY B. STUDENT RESUME & COVER LETTER



SELF-STUDY GUIDE

2009/2010

usc Marshall

MMBA Student Affairs & MBA Career Services

THE THEME OF THIS SELF-STUDY GUIDE

What is the purpose of an advertisement?

Generally, it is to attract the attention of a potential consumer and create interest in researching a product more fully – all in about 30 seconds! Good advertisements are created based upon thorough market research to understand the needs and wants of an identified market segment; they are attractive and interest-focused.

What makes a resume great?

Great resumes are, in essence, great advertisements that address the needs and wants of a given consumer (the employer), generating interest on the part of the consumer to research the product (you) further (granting you an interview). They are attractive and interest-focused – both format and content are critical. Furthermore, it is generally believed that resumes are not read; they are scanned in 20 to 30 seconds. Therefore, your resume must be concise, well written, and easy for the reader to capture all relevant information at a glance.

All the best!

The Staff of MBA Career Services



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To make it easy to capture all relevant information *at a glance*, employers prefer that all resumes be formatted the same. The *Beverly B Student* format was created to meet this request and very similar versions have been adopted by the major MBA programs. This packet will assist you in developing the format and content of your cover letter and resume, allowing you to create the most effective “advertisement” possible!

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FORMATTING: BASIC GUIDELINES

The basic guidelines for *Beverly B. Student* cover letters and resumes are described below. Please follow the guidelines *exactly*; cover letters and/or resumes that do not follow proper format will be returned to you for editing. **Examples of the Bev B cover letter and resume template can be found on pages 5 and 7.**

Length of Documents

- Cover Letter – in general ½ page; ¾ page maximum
- Resume – for all submissions through the CRC, one page; no exceptions

Font Type and Size

- Times New Roman
- 10 – 12 point

Margins

- Start with 1” on all four sides; reduce if necessary to keep resume to one page.
- Margins can be no smaller than ¾” top, left, and right, and ½” on the bottom

Personal Header

- Must be used for both cover letter and resume and should be used for all other documents
- Name
 - Your name: 16 – 18 point, bold, right justified
 - First letter capitalized; all other letters lowercase - NOT all caps
 - Nick names should be displayed as follows:
Susan (Susie) Smith
Yu-Chih (Robert) Liu
- Create the line under your name by highlighting your name and selecting “bottom border”
- Address Information
 - 10 point font; right justified
 - Use periods if using abbreviations (e.g., St., Ave., Apt., etc.)
 - Use commas as well as periods when appropriate (e.g., Beverly Blvd., Los Angeles, CA)
 - Separate address and phone information by inserting a bullet point (round preferred) using “insert/symbol”; place a space on both sides of the bullet (see example below)
 - Email address must be your Marshall email address
 - Do not underline your email address

Example:

Beverly B. Student

5555 Beverly Way, Los Angeles, CA 90055 (310) 555-5555 student.2008@marshall.usc.edu

FORMATTING: COVER LETTERS

For all submissions through the CRC, a cover letter is required; the only exception is if a given employer *specifically* requests that students not send a cover letter.

Header

- Use your personal header; the exact same header as on your resume.

Date & Address

- For your generic cover letter that you will be submitting for the CRC sign-up and alignment process, either use a real employer or the fictitious one in the example below.

Example:

April 17, 2008

Randal B. Hiring
Director of Recruiting
XYZ Company, Inc.
123 Riches Way
Los Angeles, CA 90089

The address **must always include** the person's name, title, company, and address, in that order. Do NOT include USA.

Salutation

- The proper format is "Dear Mr. Hiring:"
- Do NOT use Dear Harry Hiring, Dear Mr. Harry Hiring, or Dear Harry
- Proper business format is to use a colon, not a comma

Body

- Left justify body text; do NOT center justify
- Use single-spacing
- Do NOT use contractions; use I would, not I'd; use do not, not don't, etc.

Closing

- Use "Sincerely,"...do NOT use "Best regards", "Cheers", "Warmly", etc.
- Use Marshall information following signature

Example:

Sincerely,

Beverly B. Student

Beverly B. Student
MBA Candidate
USC Marshall School of Business

“BEV B” COVER LETTER FORMAT

Beverly B. Student

5555 Beverly Way, Los Angeles, CA 90055 (310) 555-5555 bev.student.2010@marshall.usc.edu

December 17, 2009

Randal B. Hiring
Director of Recruiting
XYZ Company, Inc.
123 Riches Way
Los Angeles, CA 90089

Dear Mr. Hiring:

Paragraph 1 – Objective: Clearly identify the position to which you are applying. You should include: (a) the title of the position for which you are applying; (b) who referred you (if applicable); and (c) a reminder of who you are in relationship to them, i.e. "Thank you again for talking with me last Thursday..."

Paragraph 2 – Objective: Generate interest by identifying specific skills/abilities/experiences that provide evidence of the strength of your candidacy. Display in-depth knowledge of the company and/or industry in a non-ingratiating manner. This is your Value Proposition. You may bullet the points you are making in this paragraph, create sub-headings, or simply use prose; the important factor is that you know your audience and their preference. You should include:

- A summary of your skills/abilities/experiences that match the specific requirements of the job. Do not copy statements directly from resume.
- Your *Value Proposition*; your accomplishments as Action/Result statements.
- Specific industry experience that matches the interests of the employer.
- Specific, well researched, and thought out reasons for your interest in the company and/or industry (this can be a paragraph unto itself if well researched and well written). But, do NOT “flatter” the company with statements such as “I would love to work for the firm with the world’s most brilliant strategic minds.” (quote taken from an actual cover letter).

Paragraph 3 – Objective: Succinct close with request or suggestion for next steps. You should include: (a) a request to be included on invite list (if a campus interview) or a request for an interview (if a general inquiry) and (b) the timing of your follow up phone call that you plan to make (however, DO NOT follow up with phone calls for on-campus interviews, only interviews pursued directly with the company).

Sincerely,

Beverly B. Student

Beverly B. Student
MBA Candidate
USC Marshall School of Business

FORMATTING: RESUMES

Headers

- Use your personal header at the top of your resume
- Basic Headers – all caps, bold; all three headers must be included in your resume.

- √ **EDUCATION**
- √ **EXPERIENCE**
- √ **ADDITIONAL INFORMATION**

- Secondary Headers – Capitalize first letter; all others lower case, bold

- √ **Colleges and Universities**
- √ **Employers**

- Third Degree Headers – capitalize first letter; all others lower case, italicized, NOT bold

- √ *College and university degrees*
- √ *Employment titles*

Body

- Left justify body text
- Use single-spacing
- You can choose whether or not to use periods at the end of your bullet points; however, do NOT mix; be consistent
- Do not write in the first person; for example, “I led a team that ...”; simply state “Led a team that...”

Dates

- Right justify dates; do NOT italicize
- For colleges and universities, use month/year format (e.g., May 2008)
- For employers, do NOT use months; years only (e.g., 2004 – 2007)
- Be consistent in format
 - Preferred format: 2004 – 2007; Acceptable formats: 2004-2007, 2004 - 2007

Format of ADDITIONAL INFORMATION

- Bulleted; preferably with small round bullets (see Bev B example)
- If you use subheadings, use a colon (:)

Example:

- Computer: Oracle Applications: Order Entry, Inventory, Nielsen Ratings tools, Media Metrix
- Interests: Running (L.A. Marathons), Kick Boxing, and USC Football

Consistency in spacing

- Be consistent in the size and use of spaces; generally, spaces are the same size as the font you are using (10, 11, or 12 point), one space after each header.

REQUIRED “BEV B” RESUME FORMAT

Beverly B. Student

5555 Beverly Way, Los Angeles, CA 90055 • (310) 555-5555 • student.2008@marshall.usc.edu

EDUCATION

University of Southern California, Marshall School of Business

Los Angeles, CA

Master of Business Administration

May 2010

- CRC Career Coach: selected/trained to provide career management services to peer MBA's
- President/Director: Graduate Women in Business Association and Challenge for Charity
- Teaching Assistant: Undergraduate Marketing

University of Notre Dame

Notre Dame, IN

Bachelor of Business Administration, Management Information Systems

May 2003

- Varsity Cheerleading Squad: 3-year member

EXPERIENCE

ABC Company, Inc. (a division of XYZ, Inc.)

San Francisco, CA

Product Marketing Intern

Summer 2009

Co-managed \$1M in nationwide marketing activities for an industry leading 3D animation software company.

- Researched competitive landscape and devised a marketing plan used to aggressively target a new industry segment.
- Led co-marketing programs including customer testimonials, product demonstrations, event planning and giveaways at industry tradeshows in support of new product launches; achieved 100% of launch goals.
- Surveyed over 50,000 customers online gathering usage intelligence used in developing product roadmaps.

HearMe Communications

San Francisco, CA

Internet Partnership Manager

2007 – 2008

Researched and developed over 40 strategic marketing partnerships for a \$3B global DSL provider.

- Negotiated deal terms of online marketing and advertising relationships and drove contract process for 20 partners per quarter by collaborating with internal/external legal departments.
- Co-defined and fine-tuned affiliate e-commerce marketing program that effectively drove product sales at a low cost per acquisition. Created all initial sales tools and materials in support of this new channel.
- Analyzed and reported monthly results of 15 - 20 partnerships used for campaign optimization purposes.

Telemarketing Campaign Manager

2005 – 2007

Researched and selected an outsourced telemarketing agency to handle all incoming end-user 'Help-desk' calls for HearMe's Broadband Information Center resulting in a \$30K monthly marketing spend, 20% below budget.

- Managed vendor relationships and end-to-end implementation of telemarketing program, including systems design, reporting requirements, and training for the selected agency.
- Coordinated all inbound/outbound telemarketing campaigns for DSL lead generation, special event registration, and sales promotions resulting in a 10x growth in daily call volume within less than one year.
- Designed and implemented performance measurement databases, training materials, and bonus structures.

BigConsulting Co.

San Francisco, CA

Consultant

2003 – 2005

Information systems consultant - reviewed software and implemented new systems for Fortune 500 clients.

- Co-managed a major custom software implementation for a \$10M loan collections agency by tracking development progress and financial status of the project. Came in under budget and ahead of schedule.
- Led 20+ group training sessions and created custom training materials for a \$1.2B high-tech manufacturer.

ADDITIONAL INFORMATION

- Computer: Oracle Applications: Order Entry, Inventory, Nielsen Ratings tools, Media Metrix
- Interests: Running (L.A. Marathons), Kick Boxing, Dance (Ballroom and Tango) and USC Football

EXERCISE 1: DISSECTING THE AD

Dissecting the Ad is one of the most effective means for doing your market research to determine the needs and wants of your target employer; this will help you create a targeted, effective “ad”.

Directions:

1. Underline action-orientated words used to describe required skills
2. Place parentheses around words that express achievement/value add
3. Place brackets around superlatives (e.g., outstanding, strong, etc.)
4. Circle or box jargon used to describe the given business

Position: Associate Marketing Manager

Brand Management is a driving force in the development and marketplace success of each of our consumer products. As business managers of their respective brands Brand Groups are responsible for (maximizing) the volume and profitability of their brands.

As a member of a Brand Group, the Associate Marketing Manager would typically:

- Perform business analysis to (strengthen) the brand's marketing program
- Develop and implement marketing plans that contribute to brand volume and profit
- Initiate and analyze market research to (improve) the brand's marketing efforts.
- Participate in the development of effective advertising copy and media plans.
- Coordinate package and product (improve)ments that (enhance) the brand
- Develop, implement and evaluate other business build projects

We are looking for candidates with a demonstrated record of achievement, [outstanding] leadership skills, and [strong] analytical/problem solving abilities. Previous experience in marketing, advertising, sales or related field highly desired.

Now, determine the frequency of use:

Analyze/evaluate – 4

Develop – 4

Implement – 2

Initiate/driving force – 2

Coordinate – 1

Problem Solve – 1

Record of achievement (maximize, enhance, strengthen, improve) – 5

“Outstanding” leadership skills – 1

Now, work to incorporate the same action verbs in roughly the same proportion as they appear in the job description. Use the same jargon found in the job description whenever possible; you must translate your background into the language of your potential employer. Many employers use electronic “key word” searches to screen resumes! Pay attention to superlatives; they tell you “key” attributes; for example leadership is only mentioned once in the job description, but it is preceded with “outstanding”.

EXERCISE 2: BEST PREP EXERCISE

The *Best Prep Exercise* is designed to help you effectively prepare for pursuing any job! It will help you in writing your cover letters and resumes; it will help you prepare for informational and employment interviews.

Employers are continually frustrated by candidates who do not truly understand the position they are interviewing for and who cannot effectively present the *value* that they will bring to that employer. The *Best Prep Exercise* will address both of those common problems.

Create three columns on a pad of paper. Label the first column “requisite attributes”, the second column “relevant experiences” and the third column “value created”.

Step #1: Find three to five detailed job descriptions similar to the type of position in which you are interested. Company websites, CRC Online, or job search websites like *monster.com* are good sources for job descriptions. It is not important that you be qualified for the position or that the position be currently available - what *is* important is the description and the information that you glean from it. You want to uncover as many qualities, skills, characteristics, and experiences required and preferred for this particular position as is possible.

As you read the first job description, dissect it; that is, list each quality, skill, characteristic, or experience in the first column. You will list things like “strong analytical skills”, “self-starter” or “two years experience in...”. When you finish with the first description, move on to the second. For each quality, skill, characteristic, or experience that is a repeat of one listed previously, put a check by it. Add any new items to the list. Continue to cull items from each description, checking those that are repeats and adding those that are new.

When you have finished, reorder your list placing the most often mentioned (most often checked) item first and the least often mentioned last. You now have a *prioritized* list of all the requisite attributes to successfully pursue that type of position.

Step #2: Beginning with the first item in the “requisite attributes” column, ask yourself “what specific example(s) would I use to **convince** an employer that I have that attribute?” Working your way down your list of attributes, create and list each example in the second column directly across from the appropriate attribute. Generally, the best examples are culled from your work experience but in lieu of a work experience example, an example from campus or community organizations can be effective. Your goal is to find the most significant example possible, but find an example!

Step #3: For each example listed in the “relevant experiences” column, ask yourself “what **value** did I bring to the organization for having done this”. Virtually everything we do ultimately has a value to the organization. Results that can be quantified are the most powerful. Determine the value you created for each experience listed in column two and place it in the third column directly across from the appropriate example.

You now have a prioritized list of virtually everything employers of that functional specialty are looking for, a specific example to show you have that skill and an end result that gives your example credibility and shows your ability to be a *valuable* and *contributing* employee.

You should now take the examples that you developed and create “bullet points” for your resume. These “bullet points” are your *transferable skills*. Remember, a resume should be written for what you want to **be**, **not** what you **were**.

Since you prioritized the list of requisite attributes, you may want to use your cover letter to emphasize the most important of those by discussing the top two, three or four attributes in the body of your cover letter.

Finally, use your newly acquired understanding of this functional specialty along with your examples to create the best possible impression in both informational and employment interviews.

BEST PREP EXERCISE EXAMPLE

Requisite Skills	Relevant Experience(s)	Value Add
Analytical Skills ✓✓✓✓	Built analytical model	Improved accuracy
Develop ✓✓✓	Developed new workflow	Improved process speed 25%
Implement ✓✓	Implement automated system	Improved efficiency by 10%
Initiate/driving force ✓✓	Initiated mentor program	Improved morale
Coordinate ✓	etc	etc
Problem solve ✓		
Leadership ✓		

EXERCISE 3: THE UNIVERSAL SKILLS

Below is a list of skills typically sought by all employers of MBAs. If you don't know yet your "target consumer", that is if you don't know yet what you want to do post-MBA, these are great skills to emphasize on your resume. If you do know your target, these skills can supplement those identified in the previous two exercises.

CLARIT – Six universally desired skills

C	=	Communication
L	=	Leadership
A	=	Analysis
R	=	Research
I	=	Initiative
T	=	Teamwork

PIIPS – Five developmental experiences recruiters love (from *The Center for Creative Leadership*)

P = Problem solver

- You saw something broken – you fixed it

I = Initiator

- You identified an opportunity and initiated something new; later, got other people involved in project

I = Influencer

- You were able to influence action through people who do not report directly to you

P = Project Management

- You started it, ran it, and shut it down

S = Scope

- You or your department grew in responsibilities



SCOPING STATEMENTS/BULLET POINTS DEFINED

Scoping Statements

The non-bulleted statement underneath your job title.

- Summarize your role and responsibilities within a company.
- Highlight transferable skills whenever possible.
- Provide reader with perspective including:
 - unique characteristics about you and your role.
 - the size, type, and rank of the company.
 - Allows you to highlight very specific, action-oriented experiences in your bullets.
 - Unify Bullet Points

Allows Reader To Quickly Assess “Fit”

Bullet Points

The bulleted statements that follow your Scoping Statement.

- Support Scoping Statements in descending order of importance to target audience
- Presented as action/result or result/action
- Emphasize transferable skills
- Use action verbs/avoid passive verbs
- Use Superlatives – only, first, successfully...
- Use appropriate, relevant jargon



SAMPLE SCOPING STATEMENTS

Researched and analyzed investment opportunities to manage \$35 million in assets. Developed client base of 300+ including high net-worth individuals, businesses and pension plans. Achieved average annual return of 14% (exceeding market by 4%).

Led marketing team in developing focus group to analyze \$750,000 product launch at company with 72 SKUs and annual sales of \$46 million. Analyzed price, promotions, advertising campaigns, and merchandising. Increased overall sales by 6%.

Consulted and trained 50+ senior managers of client companies with annual sales of \$1 million to \$50 million. Implemented strategic plans as team member, increasing revenues by up to 48% and reducing costs by up to 19%.

Analyzed Information Systems for B2B Internet Start-up with 1st round funding of \$50 million. Recommended streamlining systems and technologies resulting in efficiency increase of 6%.

Spearheaded \$4 million redesign of 6 websites for \$450 million entertainment company. Managed marketing strategy, product design, promotional campaign and launch. Completed project 25% ahead of schedule and reduced overall costs by 31%.

Analyzed investment management of retirement accounts (401K, IRA, & Roth IRA) for 37,000 employees at world's #1 apparel manufacturer (annual sales of \$1.6 billion).

Teamed with finance group in analyzing financial data including sales, costs, and profits to identify and recommend financial strategies. Presented recommendations to CFO. Implemented financial strategies to increase profits by 9.8%.

SAMPLE BULLET POINTS

Researched, analyzed and interpreted marketing data of 5 key competitors. Recommended market entry and product launch strategy to VP of Marketing as team member (sales increase of 7%).

Presented strategic recommendations based upon competitive analysis of \$4M client's "Best Demonstrated Practices." Implemented recommendations and increased client productivity by 12%.

Created customer database for 4 divisions to track sales growth of 4,000 customers and 47 SKUs. Analyzed data to develop targeted promotional campaigns and adjust pricing strategy.

Teamed with IT department and CIO in analyzing information flow and information systems for \$8M client company. Presented strategic IT plan as team member, resulting in switch to more efficient LAN.

Presented recommendations to increase operational efficiency and strengthen internal controls. Plan implemented by Board of Directors saving corporation \$2M.

Increased 1st year sales by 41%, leading team to company's #1 division in profitability.

Strategized with marketing team to develop marketing plan including launch of new product with \$150,000 promotional campaign. Managed product launch and increased sales by 21%.

Modeled all financial data and analyzed ROI and IRR.

RESUME IMPACT TIPS

The Need For Impact

How much time does an interviewer spend reading a resume? Answer: 10 – 30 seconds.

The Scan

The recruiters typically scan/read the resume like a frame - down the left, across the top and bottom, and down the right. They only read the detail if what they have scanned catches their interest.

- Therefore first words (directly following a bullet point) are crucial and should immediately communicate that you provide what the reader/recruiter wants/needs.
- Last words (directly before the period) are also crucial. For example, “leading to a 10% sales increase” is less effective than “increased sales by 10%.”
- Eliminate any words that dilute the message or make it more difficult to find the “key words” relevant to reader. Examples: a, an, the, which, and that.

Word Games – what verbs send the best message?

- Ask “will the recruiter pay me to (insert 1st word following bullet)?” (e.g., conduct, handle, as, act, provide, assist).
- Play word association with these words; ask “what is the first word that pops into your mind when you hear *conduct* – the answer is usually *orchestra*. *Prepare?* – the answer is usually *food*. Unless you are interviewing to be a musician or a chef, these probably don’t help you very much. Contrast this to budget, forecast, analyze, research, etc.
- Use the language of the employer; “dissect” the job description to help you define that language.

Appropriate Jargon

Once you understand the importance of first and last words, introduce appropriate jargon.

- Insert words that are relevant to the field you are targeting – again, speak the employer’s language; “dissect” the job description or review resumes from one of the MBA resume books at the CRC front desk to identify the appropriate jargon for any given function/industry.

Revisit/Review/Revise – effective resume creation is an iterative process

- Ask yourself what you want the reader to know from each bullet/scoping statement. Consider recording your verbal statement – often it is different or phrased better than what was written.
- Verify that 1st words following bullets are the best verbs for the targeted audience.
- Include as many results-oriented statements (numbers) as possible. Ask yourself, “what was the challenge in what you did?” “How did your performance compare to others doing the same job?” “Did you do a good job? How does the reader know this?”
- Assure that you have included appropriate jargon as much as is possible.
- Reread the resume. For each bullet ask, “so what?” - Is this important from the recruiter’s perspective? If something is relevant, then keep it. If irrelevant, you should ask yourself if it can be rewritten to be relevant. If yes, keep. If no, throw it away.
- Remember, you are marketing yourself; do not waste space describing irrelevant (to the recruiter) details.
- Use C.A.R. when constructing each bullet point. What was the challenge/problem? What key action(s) did you take? What was the result/impact of your actions/efforts? Stay focused on the action and the result. Quantify results whenever possible (\$ and/or %)

Have 2 People Proofread Your “Final” Draft Word-by-Word

- Remember, spell check is a wonderful tool for assuring correctly spelled words, but it doesn’t pick up context. For example, “desert” and “dessert” are spelled correctly but mean two entirely different things.

RESUME PET PEEVES

ResumeDoctor undertook an immense project of interviewing hundreds of recruiters / headhunters to find out what they are saying about resumes. The recruiters came from varied specialties and industries throughout the U.S. and Canada, (Engineering, Information Technology, Sales and Marketing, Executive, Biotech, Health-care, Administrative, Finance, etc.).

ResumeDoctor sought to find out what the recruiter's liked and disliked in a resume and what is going to get a resume read by them. Some of the "pet peeves" shared will be obvious, while others might surprise you. For detailed recruiter feedback, visit <http://www.resumedoctor.com/RecruiterSurvey.asp>.

1. Spelling errors, typos, and poor grammar
2. Too duty-oriented – reads like a job description, and fails to explain accomplishments and how they were achieved
3. Dates not included or errors in dates
4. Contact information not included or inaccurate; unprofessional email addresses
5. Poor formatting including use of boxes, templates, tables, header and footers
6. Functional resumes as opposed to chronological resumes
7. Long resumes
8. Paragraphs – long paragraphs and lack of bullet-points
9. Unqualified candidates – candidates who apply to positions for which they are not qualified
10. Personal information not relative to the job
11. Employer information not included or not indicating the specific industry or product in which candidate has experience
12. Lying, misleading (especially in terms of education, dates and inflated titles)
13. Objectives or meaningless introductions
14. Poor font choice or style
15. Resumes sent in pdf, zip files, faxed, web page resumes, mailed resumes and not sent as WORD attachment
16. Pictures, graphics or URL links that no recruiter will call up
17. Not easy to follow summary
18. 1st or 3rd Person – resumes in either 1st or 3rd person
19. Gaps in employment
20. Burying important information in the resume



"I'll level with you . . . the only thing I really like about your cover letter is your choice of typing paper."

2010 Power Verb List

Accelerate	Balance	Correlate	Elect	Govern
Accentuate	Believe	Correspond	Elevate	Graduate
Accomplish	Bestow	Corroborate	Eliminate	Guarantee
Accommodate	Bolster	Counsel	Emphasize	Guide
Achieve	Boost	Craft	Employ	Halt
Acquire	Brainstorm	Create	Empower	Handle
Activate	Brief	Critique	Enact	Head
Adapt	Budget	Crystallize	Encourage	Hire
Address	Build	Cultivate	Endeavor	Honor
Adjudicate	Calculate	Curtail	Endorse	Hypothesize
Advance	Capitalize	Customize	Endure	Identify
Advise	Capture	Cut	Energize	Illustrate
Advocate	Catalog	Debug	Enforce	Imagine
Align	Catapult	Decipher	Engineer	Implement
Allocate	Centralize	Decrease	Enhance	Import
Alter	Champion	Dedicate	Enlarge	Improve
Amplify	Change	Define	Enlist	Improvise
Analyze	Chart	Delegate	Enliven	Increase
Anchor	Clarify	Deliberate	Enrich	Index
Apply	Classify	Deliver	Ensure	Infer
Appoint	Close	Demonstrate	Entrench	Influence
Appraise	Coach	Deploy	Equalize	Inform
Appreciate	Collaborate	Derive	Establish	Initiate
Approve	Collect	Design	Estimate	Innovate
Approximate	Command	Detail	Evaluate	Inspect
Arbitrate	Commercialize	Detect	Examine	Inspire
Architect	Commoditize	Determine	Exceed	Install
Arrange	Communicate	Devalue	Excel	Institute
Articulate	Compare	Develop	Execute	Instruct
Ascertain	Compel	Devise	Exercise	Integrate
Assemble	Compile	Diagnose	Exhibit	Intensify
Assess	Complete	Differentiate	Exhort	Interpret
Assist	Compose	Direct	Expand	Interview
Attain	Compound	Discern	Expedite	Introduce
Audit	Compute	Discover	Experiment	Invent
Augment	Conceive	Dispense	Explode	Inventory
Authenticate	Conceptualize	Deisperse	Explore	Investigate
Author	Conclude	Display	Export	Issue
Authorize	Conduct	Distinguish	Extricate	Judge
	Conserve	Distribute	Facilitate	Justify
	Consolidate	Diversify	Familiarize	Launch
	Construct	Divert	Finalize	Lead
	Consult	Document	Finance	Lecture
	Contact	Dominate	Forecast	Leverage
	Continue	Double	Forge	License
	Contract	Draft	Form	Listen
	Contribute	Drive	Formalize	Locate
	Control	Earn	Formulate	Lower
	Convert	Edit	Foster	Lower costs
	Convey	Educate	Found	Maintain
	Coordinate	Effect	Gain	Manage
	Correct	Effectuate	Generate	Manipulate

Manufacture	Prescribe	Remedy	Streamline
Map	Present	Remodel	Strengthen
Market	Preside	Render	Structure
Master	Prioritize	Renegotiate	Study
Mastermind	Process	Renew	Substantiate
Maximize	Procure	Renovate	Succeed
Measure	Produce	Reorganize	Suggest
Mediate	Program	Report	Summarize
Mentor	Progress	Reposition	Supervise
Merge	Project	Represent	Supplement
Minimize	Project manage	Research	Supply
Mobilize	Proliferate	Reshape	Support
Model	Promote	Resolve	Surpass
Moderate	Propel	Respond	Survey
Modernize	Propose	Restore	Sustain
Modify	Prospect	Restructure	Synergize
Monetize	Prove	Retain	Synthesize
Monitor	Provide	Retrieve	Systematize
Motivate	Publicize	Reuse	Tabulate
Multiply	Publish	Revamp	Target
Navigate	Purchase	Reverse	Teach
Negotiate	Purify	Review	Terminate
Network	Qualify	Revise	Test
Nominate	Quantify	Revitalize	Thwart
Normalize	Query	Revive	Train
Obfuscate	Question	Sanctify	Transcribe
Observe	Raise	Satisfy	Transfer
Obtain	Rate	Schedule	Transform
Offer	Ratify	Screen	Transition
Officiate	Realign	Scrutinize	Translate
Operate	Rebuild	Secure	Trim
Optimize	Recapture	Select	Troubleshoot
Orchestrate	Receive	Separate	Unify
Organize	Recognize	Serve	Unite
Orient	Recommend	Service	Update
Originate	Reconcile	Settle	Upgrade
Outsource	Record	Shape	Utilize
Overcome	Recruit	Shepherd	Validate
Overhaul	Recycle	Simplify	Verbalize
Oversee	Redesign	Slash	Verify
Participate	Reduce	Sold	Win
Partner	Reengineer	Solidify	
Perceive	Reestablish	Solve	
Perfect	Refer	Spark	
Perform	Refine	Speak	
Persuade	Reform	Spearhead	
Pilot	Regain	Specialize	
Pinpoint	Regulate	Specify	
Pioneer	Rehabilitate	Stabilize	
Plan	Reinforce	Standardize	
Position	Rejuvenate	Steer	
Predict	Relate	Stimulate	
Prepare	Relieve	Strategize	

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