

WHO Logic for Resume Design – Tips for Creating Value Points

Value matters! Why? Because companies make hiring and promotion decisions based on evidence of your potential to add value. WHO Logic is a framework that uses three basic questions to help you uncover and articulate the **value** of your skills and experiences. How to use WHO Logic:

- 1) Select experiences to write about (work, course projects, volunteer, etc.)
- 2) Answer the three questions:
What did I do (tasks/projects)? **How** did I do the work (skills, methods, technical apps)? **Outcome(s)** produced (intended or actual)?
- 3) Insert helper words such as, “by” and “using” to help you uncover the How. Insert “to” for uncovering Outcomes.

Sample Value Points:

What →	How →	Outcome →	Completed Value Point
List the Task/Project	Insert the words, “ by ” or “ using ” to help generate how	Insert the word, “ to ” for help generating outcome(s)	Value Point
Task/Project Analyzed food insecurity data	By or Using - <i>Using Federal database</i> <i>Using Excel advanced formulas</i>	To - <i>To Pinpoint risk factors</i> <i>To develop 12 recommendations for 53 urban centers</i>	Value Point <ul style="list-style-type: none"> Analyzed food insecurity using a federal database and Excel advanced formulas to pinpoint risk factors; developed 12 recommendations for 53 urban centers across the United States.
Task/Project Helped elderly population	By/Using <i>Using memory exercises, chair stretching, and video games</i>	To – <i>To Strengthen cognition and engagement</i>	Value Point <ul style="list-style-type: none"> Supported a caseload of 10 elderly clients with different ability levels to strengthen cognition and engagement using memory exercises, chair stretching, and video games.
Task/Project Built social media presence	By/Using – <i>Using Coupons,</i> <i>Using Time sensitive campaigns</i> <i>Using Google Analytics</i>	To – <i>To Measure traffic</i> <i>To Increase sales by 25% within 6 months of launch</i>	Value Point <ul style="list-style-type: none"> Built social media presence using coupons, time sensitive campaigns, and Google Analytics to measure traffic; increased sales by 25% within 6 months of launch.

Your Turn to Create Value Points Using WHO Logic

Select two experiences from your background and generate two value points using WHO Logic.

WHO Logic Value Point 1:

What	How	Outcome	Completed Value Point
List the Task/Project	Insert the words, “by” or “using” to help generate how	Insert the word, “to” for help generating outcome(s)	
Task/Project ➡	By or Using – ➡	To - ➡	Value Point

WHO Logic Value Point 2:

What	How	Outcome	Completed Value Point
List the Task/Project	Insert the words, “by” or “using” to help generate how	Insert the word, “to” for help generating outcome(s)	
Task/Project ➡	By or Using – ➡	To - ➡	Value Point

Deploying WHO Logic uncovers and affirms value. When you assess your experiences using the valuation framework, *What did I do - How did I do the work & Outcomes produced*, an amazing thing happens! Skills pop to the surface and outcomes are uncovered through valuation and you see the value of the work. You begin to see traits based on how and outcomes. You discover you are a problem solver, leader, collaborator, innovator, influencer, among other traits that contribute to WHO you are and your proposition of value.