

WHO Logic for Resume Design – Tips for Creating Value Points

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. Here’s how to design your resume value points:

- 1) Choose experiences to include on your resume (work, course projects, volunteer, etc.)
- 2) Select tasks and projects from your experience and **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)?

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

Download this document. Select two experiences from your background. Follow the WHO Logic flow to create two value points.

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 WHO Logic, an amazing thing happens! Skills pop to the surface and outcomes are uncovered 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 soft skills and technical abilities. Here’s the other bonus - **your value points become talking points that can help you confidently pitch and interview!**