

CHAPTER 3 · 5 EXERCISES

YOUR EVIDENCE BANK

(the single most useful thing you'll build)

Print a fresh copy for every application. The free interactive lesson for this chapter is at attprofessionallanguageservices.com/dream-job/3/.

TRY THIS 10 minutes · once

DUTY OR RESULT?

Take your current CV, or your last job description. Mark every line D (duty) or R (result). If most lines are D, this chapter will transform your applications.

TRY THIS 30 minutes · over a few days

THE ACHIEVEMENT INVENTORY

Go through each role you've held in the last ten years, including board, trustee and committee roles, secondments and significant projects outside your main job. For each one, aim to write at least three CAR achievements. Use these prompts if you're stuck: What did I improve? What did I start? What did I save (time, money, effort)? What did I fix? Who did I help, and how? What was I praised for? What would have gone worse without me?

ROLE	CHALLENGE	ACTION (I...)	RESULT

Aim for fifteen achievements in total. You won't use them all, but you'll choose from them for every application.

TRY THIS 15 minutes · once

THE NUMBERS HUNT

Go back through your achievement inventory. For every result without a number, ask: How many? How much? How often? How long? How much faster or better? Add a number, or an honest estimate, to as many as you can.

TRY THIS 10 minutes · once

THE MODESTY CHECK

Write down the three lines your inner critic uses most often about your achievements.¹ For each one, ask: whose voice does this sound like? A former manager, a teacher, a culture that taught you not to boast? Then rewrite each line the way a respected colleague would describe the same piece of work to a hiring panel. Keep the colleague's versions next to your evidence bank.

1. Adapted from Shaun Simpson, *Why Should I Give a Monkey's?* (2024), Exercises 24 and 25.

★ CORE ACTIVITY 60–90 minutes · in the lesson

EIGHT STAR STORIES

Choose your eight strongest achievements from the inventory. Write each one as a STAR or STARR story, using a fresh copy of this sheet. Then read each story aloud and time it: aim for around two minutes.

STORY TITLE (A SHORT NAME YOU'LL REMEMBER)	
Situation	
Task	
Action (what I did, step by step)	
Result (with numbers)	
Reflection (optional)	
Competencies it covers	

Finally, list your eight story titles against the eight competencies above, and tick every competency each story covers. Any competency without a tick is a story you still need to find.