

# THE GOLDEN FORMULA

**Verb + Task + Context**

The action verb that is  
specific to the task



The job/task you were  
doing



**Why? How?  
How often? How  
many?**

Addressed customer complaints **by listening to concerns and taking corrective action**

## Instead of:

- Developed connections with local professionals
- Authored by-laws

## Try:

- Collaborated with local professionals to deliver intentional professional development content
- Authored by-laws after critical analysis of systems and processes