

Accomplishment Stories and Grids Worksheet

Story 1:

Two years ago, I worked as a marketing associate at a traditional manufacturing company that specializes in producing small agricultural machines. The company struggled with low brand awareness and poor online engagement. I led a project to revamp our digital marketing strategy, which included redesigning our website, creating engaging social media content, and launching targeted email campaigns. Collaborating with a team of 5, we used tools like Google Analytics and HubSpot to track performance and optimize our efforts. As a result, we saw a 25% increase in website traffic and a 15% boost in sales over six months.

STAR breakdown of Story:

S	The company struggled with low brand awareness and poor online engagement.
T	To revamp the digital marketing strategy to increase brand awareness and engagement.
A	Led a project to redesign the website, create social media content, and launch email campaigns, collaborating with a team of 5 and using Google Analytics and HubSpot.
R	Achieved a 25% increase in website traffic and a 15% boost in sales over six months.

Story 2:

During my undergraduate studies, I was the team leader for a management class project. Our task was to develop a comprehensive business plan for a startup idea. The team faced challenges with conflicting schedules and differing opinions on the project direction. I organized regular meetings, delegated tasks based on individual strengths, and facilitated open communication to ensure everyone was on the same page. By fostering a collaborative environment and maintaining a clear project timeline, we successfully presented a well-researched business plan that received high praise from our professor and contributed significantly to our final grade.

STAR breakdown of Story:

S	Team leader for a management class project to develop a comprehensive business plan.
T	Overcome scheduling conflicts and differing opinions to complete the project successfully.
A	Organized regular meetings, delegated tasks, and facilitated open communication.
R	Successfully presented a well-researched business plan that received high praise and contributed significantly to the final grade.

Story 3:

Last year, I collaborated with a partner on a side project to develop a mobile app that helps users track their daily habits and goals. We aimed to create an intuitive and engaging user experience. My role focused on the backend development using Node.js and Express, while my partner handled the frontend. We held weekly progress meetings and used Git for version control. Despite both having full-time commitments, we dedicated our evenings and weekends to the project. Our app was completed within three months and received positive feedback from a small group of beta testers for its functionality and ease of use.

STAR breakdown of Story:

S	Collaborated with a partner on a side project to develop a mobile app for tracking daily habits and goals.
T	Create an intuitive and engaging user experience while managing time around full-time commitments.
A	Focused on backend development using Node.js and Express, held weekly meetings, and used Git for version control.
R	Completed the app within three months, receiving positive feedback from beta testers for its functionality and ease of use.

The Parachute Skills Grid

(page 1 of 2)

Story #1	Story #2	Story #3	Skills with People: as my story shows I can ...
Y	Y	N	Initiate, Lead, be a Pioneer
Y	Y	N	Supervise, manage
Y	Y	Y	Follow through, get things done
Y	Y	N	Motivate
Y	N	N	Persuade, sell, recruit
N	N	N	Consult
N	N	N	Advise
Y	Y	Y	Coordinate
N	Y	N	Negotiate, resolve conflicts
N	Y	N	Help people link or connect
Y	Y	N	Assess, evaluate, treat
N	N	N	Convey warmth and empathy
N	N	N	Interview, draw out
N	Y	N	Raise people's self-esteem
N	N	N	Instruct
N	N	N	Teach, tutor, or train (individuals, groups)
Y	Y	Y	Speak

Y	Y	Y	Listen
N	N	N	Counsel, guide, mentor
Y	Y	Y	Communicate well, in person
Y	Y	Y	Communicate well, in writing
N	N	N	Interpret, speak, or read a foreign language
Story #1	Story #2	Story #3	Skills with Data, Ideas; as my story shows, I can
Y	Y	Y	Use my intuition
Y	N	Y	Create, innovate, invent
Y	N	Y	Design, use artistic abilities, be original
Y	N	Y	Visualize, including the three dimensions
Y	N	Y	Imagine
Y	Y	Y	Use my brain
Y	Y	Y	Synthesize, combine parts into a whole
Y	Y	Y	Systematize, prioritize
Y	Y	Y	Organize, classify
Y	Y	Y	Perceive patterns
Y	Y	Y	Analyze, break down into its parts
N	N	Y	Work with numbers, compute
			Remember people, or data, to an unusual degree
			Develop, improve
			Solve problems
			Plan
			Program
			Research
			Examine, inspect, compare, see similarities and differences
The Parachute Skills Grid (page 2 of 2)			
Story #1	Story #2	Story #3	Skills with Data, Ideas; as my story shows, I can (continued)
			Pay attention to details
			Study, observe
			Compile, keep records, file, retrieve

Story #1	Story #2	Story #3	Skills with Things, or My Favorite Medium; as my story shows I can ...
			Control, expedite things
			Make, produce, manufacture
			Repair
			Construct
			Set up, assemble
			Manipulate
			Finish, restore, preserve

Taken from: “What Color is Your Parachute” by Richard N. Bolles; Chapter 8 – Self-Inventory, Part 2
(if interested in additional self-exploration the above referenced book is highly recommended)