

Identify What You Led

What was the scope of your responsibility?

(Programs, budgets, teams, geography, policy domain)

- Budget size: _____
- Team size: _____
- Stakeholder complexity: _____
- Regulatory exposure: _____
- National / regional impact: _____

Convert Responsibility into Results

Government language focuses on oversight. Market language focuses on outcomes.

Example of converting responsibility into results;

| Government Description | What Actually Improved | Quantifiable Outcome |
|-------------------------------|-------------------------------|-----------------------------|
| Oversaw compliance reviews | Reduced risk exposure | Cut audit findings by 35% |

Now complete your own:

1. _____
 - This improved: _____
 - Measurable result: _____

2. _____
 - This improved: _____
 - Measurable result: _____

3. _____
 - This improved: _____
 - Measurable result: _____

Translate to Market Language

Now rewrite each example using business framing. Example: Instead of saying . . .

- “Oversaw” - Try: Led, Delivered, Transformed, Optimized, Scaled
- “Ensured compliance” - Try: Reduced enterprise risk, strengthened governance, Protected enterprise value
- “Managed appropriations” - Try: Directed multi-million-dollar financial portfolio

Rewrite your strongest example here:

Before (Government language):

After (Market language):

Define the Problem You Solve

Private-sector leaders hire for problems, not tenure.

1. What complex problems are you uniquely equipped to solve?
(Regulatory chaos? Risk exposure? Organizational silos? Crisis management?)

2. When organizations are under pressure, what do they rely on you for?

3. What would break if someone like you weren't in the room?



Craft Your Market Positioning Statement

Complete this sentence:

I help organizations _____

by leveraging _____

to deliver _____

Example: I help regulated organizations reduce enterprise risk and accelerate execution by leveraging 25 years of national-level systems leadership to deliver operational clarity and fiscal discipline.

Now write yours:

Future-Focused Framing (Critical for Senior Leaders)

The market hires forward, not backward.

Complete:

I am now applying my experience in _____

to help organizations facing _____.