ORAVANTO

50 POWER VERBS

for an Impactful CV or Resume

WITH 150 EXAMPLES

Write stronger achievements and responsibilities without overstating what you did.

A practical, evidence-led guide for choosing verbs that match your contribution, ownership, and career story.

EIGHT PRACTICAL VERB GROUPS

01	Lead & Direct	05	Analyze & Verify
02	Build & Establish	06	Generate & Expand
03	Refine & Optimize	07	Influence & Collaborate
04	Deliver & Implement	08	Protect & Resolve

THE ORAVANTO STANDARD

ACCURATE OWNERSHIP | SPECIFIC EVIDENCE | SUPPORTABLE OUTCOMES

FREE CAREER RESOURCE • FIRST EDITION • AUGUST 2026

HOW TO USE THIS GUIDE

A strong verb must be earned

A power verb does more than make a sentence sound energetic. It tells the reader what kind of contribution you made: whether you initiated, decided, designed, delivered, improved, influenced, supported, verified, or protected something. The wrong verb can inflate a modest contribution or hide substantial ownership.

> **The central rule** Choose the most accurate verb first. Then prove it with scope, context, and a credible outcome.

What an effective verb does

It should…	What that means in practice
Clarify your contribution	The reader can distinguish your work from the team's overall result.
Signal the right ownership	The verb shows whether you supported, coordinated, led, directed, or advised.
Create a line of evidence	The rest of the bullet can prove the action through scope, context, or outcome.

Use the guide in four steps

- Identify the contribution you need to describe: an achievement, an ongoing responsibility, a project, or a decision.
- Choose a verb whose "When to use it" explanation matches your actual role—not merely the strongest-sounding option.
- Adapt an example to your situation. Replace descriptive brackets with truthful details and remove anything you cannot support.
- Read the finished bullet as a recruiter would: does the verb, scope, and outcome tell one coherent story?

Where power verbs belong

Use them at the start of experience, accomplishment, project, and selected leadership bullets. In a professional summary or cover letter, use them selectively inside complete sentences; forcing every sentence to begin with a verb makes the writing mechanical.

How to read each entry

Entry element	How to use it
When to use it	Check whether the verb matches your contribution and authority.
Strengthen it with	Add the scope, evidence, or context that makes the claim credible.
Three examples	Compare achievement, responsibility, and different-context applications before adapting one.

BUILD THE BULLET

Match the formula to the purpose

Achievements and responsibilities answer different questions. A strong CV or resume normally needs both: achievements prove what changed because of your work; responsibilities establish the scale, complexity, and continuing value of your role.

Achievement formula

> Power verb + specific action + scope or context + measurable or observable result

Example: Shortened new-hire ramp-up by [time reduction] through role-specific onboarding and manager checkpoints.

Responsibility formula

> Power verb + recurring responsibility + scope + business purpose or decision supported

Example: Coordinate product launches across design, engineering, marketing, sales, and customer support.

Move from vague to credible

Vague wording	More credible direction
Helped improve onboarding	Supported onboarding redesign by consolidating manager feedback and piloting revised materials.
Responsible for customer reports	Prepare weekly customer-health reports covering adoption, service issues, renewals, and risk.
Worked on data accuracy	Verified customer consent records and corrected incomplete preferences before the database transfer.

Use descriptive brackets—not invented figures

A bracket is a reminder to insert evidence you can verify. Use one clear meaning per bracket, such as [revenue amount], [percentage reduction], [team size], [number of entities], [system/tool], or [timeframe]. If you cannot support a figure, rewrite the bullet around a defensible scope or outcome instead.

A bracket is not an instruction to invent a number. If you cannot verify a result, use defensible evidence such as transaction volume, reporting frequency, project scope, stakeholder group, system complexity, or decision supported.

When a result cannot be quantified

Do not force a percentage into every bullet. A credible result can also be a completed transition, an approved decision, a risk prevented, a control established, a capability adopted, or a service restored.

- Show scale: customers served, records reviewed, markets covered, stakeholders supported, or workstreams coordinated.
- Show consequence: the decision enabled, risk reduced, handover completed, or service standard protected.
- Show change: what became faster, clearer, more reliable, more consistent, or easier to use.

> **Evidence over decoration** A modest claim you can defend is stronger than an impressive number you cannot explain.

CREDIBILITY CONTROLS

Make the verb fit the evidence

Calibrate ownership—not job title

No verb belongs exclusively to one career level. An early-career professional may lead a defined workstream; an executive may personally analyze an acquisition. What matters is whether the scope and authority support the verb.

If you…	Use language such as…
Completed defined work under guidance	Prepared · Verified · Supported · Reconciled
Owned a process or specialist outcome	Analyzed · Streamlined · Implemented · Advised
Set direction and allocated resources	Led · Directed · Optimized · Mobilized
Initiated and drove substantial change	Spearheaded · Established · Transformed* · Positioned

**"Transformed" is intentionally not one of the featured 50 verbs. Use it only when the operating model, economics, or customer experience changed materially—not for routine improvement.*

Keep attribution honest

If you contributed but did not own the result, say so. "Partnered with," "coordinated," or "supported" may be more credible than "led." Strong writing clarifies your contribution; it does not enlarge it.

The same initiative can require different verbs

Your actual contribution	Credible wording
Completed assigned testing	Supported the rollout by documenting user issues and validating corrected workflows.
Organized several contributors	Coordinated the rollout across training, data, communications, and support.
Held outcome accountability	Led the rollout from readiness planning through adoption and stabilization.

Use tense consistently

- Use past tense for completed achievements and responsibilities in previous roles: led, built, analyzed, reduced.
- Use present tense for ongoing responsibilities in your current role: lead, build, analyze, reduce.

Early-career does not mean passive

Entry-level professionals can still write strong bullets without borrowing managerial authority. Prepare, Verify, Support, Reconcile, Coordinate, and Analyze can show judgment, reliability, and contribution when paired with meaningful scope.

- Use volume, frequency, accuracy, stakeholders, or service standards to establish scale.
- Show what your work enabled: an earlier review, a cleaner handover, a resolved exception, or a better decision.

> **Interview test** Could you explain the baseline, your exact contribution, the scope, and the result? If not, narrow the claim until you can.

CHOOSE WITH PRECISION

Start with the contribution—not a synonym list

Verb variety matters, but accuracy matters more. Decide what kind of contribution the bullet needs to communicate, then choose from the relevant group. Do not replace a repeated verb with a stronger-sounding word if the ownership changes.

If you need to show…	Consider verbs such as…
Leadership or accountability	Lead · Direct · Spearhead · Oversee · Mobilize · Mentor
Creation or new capability	Build · Establish · Design · Develop · Launch · Introduce
Improvement or efficiency	Optimize · Streamline · Accelerate · Simplify · Standardize · Strengthen
Delivery or contribution	Deliver · Implement · Coordinate · Drive · Integrate · Transition · Prepare · Support
Analysis or validation	Analyze · Evaluate · Forecast · Diagnose · Model · Interpret · Verify
Commercial or audience growth	Generate · Grow · Secure · Convert · Position
Influence without authority	Influence · Negotiate · Partner · Align · Present · Advise
Risk reduction or recovery	Safeguard · Resolve · Reduce · Recover · Reconcile · Mitigate

Adapt an example safely

- Preserve the verb only if its usage test matches your contribution.
- Replace every bracket with evidence you can explain and support.
- Change the action, context, and outcome so the bullet reflects your work—not the sample's scenario.

Avoid five common failures

- Verb inflation: changing "supported" to "led" without gaining ownership.
- Empty impact: writing "optimized" or "strengthened" without showing what became better.
- Result-only claims: naming a percentage without explaining the action that contributed to it.
- Mechanical variety: forcing a different synonym into every bullet, even when repetition would be clearer.
- Keyword confusion: treating action verbs as an ATS shortcut. Relevant skills, tools, and role language still matter.

> **A useful final check** If removing the opening verb leaves the bullet vague, add substance. If changing the verb changes the ownership, restore the accurate one.

How much variety is enough?

Avoid obvious repetition within the same role, but do not chase a different verb for every bullet. Reusing a precise verb can be clearer than inserting an inaccurate synonym. Review each section as a group: vary the contribution types, not only the opening words.

THE 50-VERB BANK

1. Lead & Direct

Use these verbs when your contribution involved genuine authority, direction, accountability, or the coordination of people and priorities.

01 Lead

WHEN TO USE IT Use when you held clear responsibility for guiding people, workstreams, or a defined initiative toward an outcome.

STRENGTHEN IT WITH *team size, project scope, decision authority, timeframe, business result*

ACHIEVEMENT	Led a cross-functional launch team that delivered [product/service] [timeframe] ahead of schedule.
RESPONSIBILITY	Lead monthly performance reviews across [number of departments], converting operating data into agreed corrective actions.
DIFFERENT CONTEXT	Led the redesign of onboarding, reducing new-hire time to productivity by [percentage reduction].

02 Direct

WHEN TO USE IT Use when you set priorities, allocated resources, and remained accountable for a function, program, or major body of work.

STRENGTHEN IT WITH *budget, headcount, geographic reach, strategic mandate, performance improvement*

ACHIEVEMENT	Directed a [currency amount] transformation program that consolidated [number of systems] without interrupting customer service.
RESPONSIBILITY	Direct financial planning for [number of entities], aligning investment decisions with cash, margin, and growth priorities.
DIFFERENT CONTEXT	Directed regional sales operations across [number of markets], increasing pipeline coverage by [percentage increase].

03 Spearhead

WHEN TO USE IT Use when you initiated an important change and personally drove it from idea through adoption—not merely participated in it.

STRENGTHEN IT WITH *origin of the initiative, stakeholders mobilized, obstacles removed, adoption, outcome*

ACHIEVEMENT	Spearheaded a supplier-consolidation initiative that lowered annual procurement cost by [currency amount].
RESPONSIBILITY	Spearhead employer-brand campaigns that connect workforce priorities with targeted talent-market messaging.
DIFFERENT CONTEXT	Spearheaded migration to [system/platform], securing adoption across [team size] users within [timeframe].

04 Oversee

WHEN TO USE IT Use when you maintained governance and accountability while others completed much of the day-to-day execution.
STRENGTHEN IT WITH *portfolio size, reporting lines, controls, service levels, escalation authority*

ACHIEVEMENT	Oversaw [number of concurrent projects], delivering the portfolio within [percentage variance] of approved budget.
RESPONSIBILITY	Oversee payroll operations for [employee count], including controls, statutory deductions, and exception resolution.
DIFFERENT CONTEXT	Oversaw agency performance against acquisition targets, improving qualified-lead conversion by [percentage increase].

05 Mobilize

WHEN TO USE IT Use when you rapidly assembled people, resources, or partners around a defined response or opportunity.
STRENGTHEN IT WITH *stakeholder groups, urgency, resources coordinated, decision reached, recovery achieved*

ACHIEVEMENT	Mobilized operations and technology teams to restore critical services within [recovery timeframe].
RESPONSIBILITY	Mobilize internal specialists around complex client proposals, clarifying ownership, deadlines, and commercial assumptions.
DIFFERENT CONTEXT	Mobilized a volunteer network of [participant count], expanding community-program reach by [percentage increase].

06 Mentor

WHEN TO USE IT Use when you deliberately developed another person’s capability through sustained guidance, feedback, and knowledge transfer.
STRENGTHEN IT WITH *people supported, capability developed, duration, promotion, quality or productivity gain*

ACHIEVEMENT	Mentored [team member count] analysts, enabling [promotion count] internal promotions within [timeframe].
RESPONSIBILITY	Mentor junior accountants on reconciliations, reporting judgment, and documentation standards.
DIFFERENT CONTEXT	Mentored new sales managers on pipeline coaching, lifting team forecast accuracy by [percentage increase].

THE 50-VERB BANK

2. Build & Establish

Choose these verbs when you created something that did not previously exist or gave an informal activity a durable structure.

07 Build

WHEN TO USE IT Use when you created a capability, system, team, relationship, or operating foundation over time.
STRENGTHEN IT WITH *starting point, components created, users or markets served, adoption, lasting value*

ACHIEVEMENT	Built a rolling forecast model that improved cash visibility across [number of entities].
RESPONSIBILITY	Build executive relationships across priority accounts to surface expansion opportunities and renewal risks.
DIFFERENT CONTEXT	Built a talent pipeline for [critical role family], reducing average vacancy time by [time reduction].

08 Establish

WHEN TO USE IT Use when you formalized a standard, governance mechanism, function, or repeatable way of working.
STRENGTHEN IT WITH *gap addressed, framework introduced, ownership, control, adoption or compliance result*

ACHIEVEMENT	Established a monthly close calendar that shortened reporting from [previous close days] to [new close days].
RESPONSIBILITY	Establish project governance covering milestones, decision rights, risks, and executive escalation.
DIFFERENT CONTEXT	Established service standards for [customer channel], raising satisfaction by [percentage increase].

09 Launch

WHEN TO USE IT Use when you coordinated the release of a new product, program, service, campaign, or internal capability.
STRENGTHEN IT WITH *audience, readiness activities, launch date, adoption, revenue or participation*

ACHIEVEMENT	Launched [product/service] across [number of markets], generating [revenue amount] during the initial [timeframe].
RESPONSIBILITY	Launch quarterly demand-generation campaigns with coordinated content, media, sales enablement, and measurement.
DIFFERENT CONTEXT	Launched a manager-development program completed by [participant count] leaders at [completion rate].

10 Design

WHEN TO USE IT Use when you shaped the structure, logic, experience, or specifications of a solution before implementation.
STRENGTHEN IT WITH *user need, design constraints, methodology, testing, performance improvement*

ACHIEVEMENT	Designed a pricing model that increased contribution margin by [percentage increase] without reducing conversion.
RESPONSIBILITY	Design customer journeys that connect research findings with content, channel, and conversion decisions.
DIFFERENT CONTEXT	Designed role-based access controls for [system/platform], reducing high-risk permissions by [percentage reduction].

11 Develop

WHEN TO USE IT Use when you produced or substantially advanced a tool, framework, capability, relationship, or body of work.
STRENGTHEN IT WITH *business need, deliverable, stakeholders involved, maturity gained, measurable use*

ACHIEVEMENT	Developed a customer-retention playbook that improved renewal rate by [percentage increase].
RESPONSIBILITY	Develop workforce plans using demand forecasts, capability gaps, attrition patterns, and hiring capacity.
DIFFERENT CONTEXT	Developed automated management reports, saving [hours saved] of manual preparation each month.

12 Introduce

WHEN TO USE IT Use when you embedded a new practice, tool, policy, or approach into an existing environment and enabled adoption.

STRENGTHEN IT WITH *previous limitation, change introduced, users affected, adoption method, resulting improvement*

ACHIEVEMENT	Introduced structured deal reviews that reduced avoidable discounting by [percentage reduction].
RESPONSIBILITY	Introduce practical automation into recurring workflows while preserving control ownership and review evidence.
DIFFERENT CONTEXT	Introduced flexible scheduling guidelines, improving coverage and reducing overtime by [percentage reduction].

THE 50-VERB BANK

3. Refine & Optimize

These verbs signal measurable improvement to an existing process, resource, experience, or performance level. State the baseline whenever possible.

13 Optimize

WHEN TO USE IT Use when you balanced competing variables to achieve a demonstrably better overall result—not simply made a minor improvement.

STRENGTHEN IT WITH *variables balanced, constraints, before-and-after result, trade-off managed*

ACHIEVEMENT	Optimized working capital by [currency amount] through inventory, receivables, and payment-term actions.
RESPONSIBILITY	Optimize paid-media allocation across channels using marginal return, lead quality, and capacity constraints.
DIFFERENT CONTEXT	Optimized cloud resources, lowering monthly infrastructure cost by [percentage reduction] while maintaining availability.

14 Streamline

WHEN TO USE IT Use when you removed unnecessary steps, handoffs, approvals, or duplication from a process.

STRENGTHEN IT WITH *steps removed, cycle-time reduction, error reduction, people affected, control retained*

ACHIEVEMENT	Streamlined invoice approval from [previous cycle time] to [new cycle time] without weakening segregation of duties.
RESPONSIBILITY	Streamline recruitment workflows by clarifying approval paths, interview ownership, and candidate communication.
DIFFERENT CONTEXT	Streamlined sales handoffs, reducing lead-response time by [time reduction].

15 Accelerate

WHEN TO USE IT Use when your action materially increased the speed of delivery, learning, conversion, or realization of value.

STRENGTHEN IT WITH *previous timeframe, new timeframe, bottleneck removed, quality maintained, value realized*

ACHIEVEMENT	Accelerated month-end reporting by [days saved] through earlier reconciliations and automated variance checks.
RESPONSIBILITY	Accelerate enterprise opportunities by coordinating technical validation, commercial approval, and executive sponsorship.
DIFFERENT CONTEXT	Accelerated new-user activation by [percentage increase] through behavior-based onboarding messages.

16 Simplify

WHEN TO USE IT Use when you made complex information, decisions, or processes easier to understand and execute without losing necessary substance.

STRENGTHEN IT WITH *complexity removed, audience, adoption, decision speed, error or effort reduction*

ACHIEVEMENT	Simplified management reporting from [previous page count] to [new page count], focusing decisions on material drivers.
RESPONSIBILITY	Simplify technical findings for non-specialists through clear implications, options, and recommended actions.
DIFFERENT CONTEXT	Simplified benefits enrollment, reducing employee queries by [percentage reduction].

17 Strengthen

WHEN TO USE IT Use when you increased the reliability, resilience, quality, or effectiveness of an existing capability or relationship.

STRENGTHEN IT WITH *weakness addressed, control or capability added, risk reduced, quality or trust gained*

ACHIEVEMENT	Strengthened revenue controls, reducing unbilled service exceptions by [percentage reduction].
RESPONSIBILITY	Strengthen strategic-account relationships through executive reviews, value tracking, and early risk escalation.
DIFFERENT CONTEXT	Strengthened manager capability through coaching clinics attended by [participant count] leaders.

18 Standardize

WHEN TO USE IT Use when you replaced inconsistent local practices with an agreed method, format, control, or service standard.

STRENGTHEN IT WITH *locations or teams aligned, standard introduced, exceptions reduced, consistency gained*

ACHIEVEMENT	Standardized reporting across [number of entities], eliminating [hours saved] of monthly consolidation rework.
RESPONSIBILITY	Standardize project documentation covering scope, assumptions, decisions, testing, and handover.
DIFFERENT CONTEXT	Standardized interview scorecards, improving assessment consistency across [number of hiring teams].

THE 50-VERB BANK

4. Deliver & Implement

Use these verbs to show disciplined execution. Distinguish between owning the outcome, installing a change, and coordinating contributors.

19 Deliver

WHEN TO USE IT Use when you were accountable for producing a defined output or result against agreed expectations.
STRENGTHEN IT WITH *deliverable, deadline, budget, quality standard, stakeholder acceptance, result*

ACHIEVEMENT	Delivered [project/deliverable] within [timeframe] and [percentage variance] of approved budget.
RESPONSIBILITY	Deliver monthly executive reporting that explains performance drivers, risks, and required decisions.
DIFFERENT CONTEXT	Delivered an integrated campaign that generated [qualified lead count] qualified opportunities.

20 Implement

WHEN TO USE IT Use when you converted an approved decision, design, policy, or system into an operating reality.
STRENGTHEN IT WITH *solution implemented, users affected, adoption activities, controls, operational result*

ACHIEVEMENT	Implemented [ERP/system], migrating [record volume] records with [data accuracy rate] validated accuracy.
RESPONSIBILITY	Implement pricing changes across systems, contracts, communications, and frontline guidance.
DIFFERENT CONTEXT	Implemented a structured absence-review process, reducing avoidable absence by [percentage reduction].

21 Support

WHEN TO USE IT Use when you contributed expertise or execution under another person’s ownership and should not claim final authority.
STRENGTHEN IT WITH *workstream supported, contribution, lead owner, scope, outcome enabled*

ACHIEVEMENT	Supported a [system/platform] rollout by testing workflows and training [user count] users.
RESPONSIBILITY	Support account managers with pricing analysis, renewal evidence, and customer-risk insights.
DIFFERENT CONTEXT	Supported audit fieldwork by organizing evidence and resolving [exception count] documentation gaps.

22 Drive

WHEN TO USE IT Use when you actively created and sustained movement toward an outcome across contributors, decisions, and obstacles.
STRENGTHEN IT WITH *objective, stakeholders, obstacles removed, decisions advanced, momentum, outcome*

ACHIEVEMENT	Drove a margin-recovery program that restored [currency amount] through pricing, mix, and cost actions.
RESPONSIBILITY	Drive cross-functional priorities by resolving dependencies, decision delays, and resource constraints.
DIFFERENT CONTEXT	Drove adoption of [system/platform] to [adoption rate] across [user count] users.

23 Integrate

WHEN TO USE IT Use when you connected systems, data, teams, or processes so they operated as a coherent whole.
STRENGTHEN IT WITH *elements connected, interfaces, data flow, adoption, duplication or delay removed*

ACHIEVEMENT	Integrated CRM and support data, giving account teams a unified view of customer risk.
RESPONSIBILITY	Integrate acquisition plans across paid, organic, partner, and lifecycle channels.
DIFFERENT CONTEXT	Integrated payroll inputs from [number of locations], reducing manual adjustments by [percentage reduction].

24 Coordinate

WHEN TO USE IT Use when you organized multiple contributors, dependencies, or schedules without claiming authority you did not hold.
STRENGTHEN IT WITH *contributors involved, dependencies managed, cadence, issue resolution, delivery result*

ACHIEVEMENT	Coordinated [number of vendors] during an office relocation completed with no service interruption.
RESPONSIBILITY	Coordinate board materials across finance, legal, strategy, and business-unit owners.
DIFFERENT CONTEXT	Coordinated interview panels and candidate communication for [vacancy count] specialist hires.

25 Transition

WHEN TO USE IT Use when you moved work, ownership, technology, customers, or people from one operating state to another.
STRENGTHEN IT WITH *starting and end states, stakeholders affected, continuity, knowledge transfer, stabilization*

ACHIEVEMENT	Transitioned [process/function] to a shared-service model with no missed customer commitments.
RESPONSIBILITY	Transition approved projects into operations through readiness checks, training, documentation, and ownership handover.
DIFFERENT CONTEXT	Transitioned [customer count] customers to a new platform while maintaining [retention rate] retention.

26 Prepare

WHEN TO USE IT Use when you assembled accurate, decision-ready material from defined inputs without claiming final approval or authority.
STRENGTHEN IT WITH *deliverable, source inputs, frequency, audience, accuracy or control*

ACHIEVEMENT	Prepared [reporting pack] [timeframe] ahead of deadline, enabling earlier executive review.
RESPONSIBILITY	Prepare workforce reports covering headcount, vacancies, turnover, and recruitment capacity.
DIFFERENT CONTEXT	Prepared customer proposals tailored to [industry/need], improving shortlist conversion by [percentage increase].

THE 50-VERB BANK

5. Analyze & Verify

These verbs show intellectual contribution and disciplined review. Name the decision, conclusion, or risk your work informed.

27 Analyze

WHEN TO USE IT Use when you examined information methodically to identify patterns, drivers, causes, or implications.
STRENGTHEN IT WITH *data scope, method, insight discovered, decision informed, financial or operational effect*

ACHIEVEMENT	Analyzed customer churn by segment, identifying retention actions worth [revenue amount] annually.
RESPONSIBILITY	Analyze monthly variances to separate timing effects, structural changes, and controllable performance gaps.
DIFFERENT CONTEXT	Analyzed search behavior to prioritize content with the strongest qualified-demand potential.

28 Evaluate

WHEN TO USE IT Use when you assessed alternatives, performance, suitability, or risk against explicit criteria.
STRENGTHEN IT WITH *options considered, evaluation criteria, recommendation, trade-offs, decision outcome*

ACHIEVEMENT	Evaluated [vendor count] vendors and recommended a solution saving [currency amount] over [timeframe].
RESPONSIBILITY	Evaluate investment proposals against strategic fit, return, cash requirements, and execution risk.
DIFFERENT CONTEXT	Evaluated leadership assessments to identify development priorities for succession candidates.

29 Forecast

WHEN TO USE IT Use when you projected a future outcome using defined assumptions, evidence, and judgment.
STRENGTHEN IT WITH *forecast horizon, drivers, scenario assumptions, accuracy, decision or resource allocation*

ACHIEVEMENT	Forecasted demand within [accuracy range], reducing excess inventory by [currency amount].
RESPONSIBILITY	Forecast revenue and cash using pipeline maturity, conversion history, billing terms, and collection behavior.
DIFFERENT CONTEXT	Forecasted hiring demand by location, skill profile, attrition risk, and approved growth plans.

30 Diagnose

WHEN TO USE IT Use when you moved beyond symptoms to identify the underlying cause of a problem or performance gap.
STRENGTHEN IT WITH *symptom, evidence reviewed, root cause, corrective action, recurrence prevented*

ACHIEVEMENT	Diagnosed recurring production failures and eliminated [percentage reduction] of related downtime.
RESPONSIBILITY	Diagnose funnel leakage using traffic quality, user behavior, conversion, and sales-feedback data.
DIFFERENT CONTEXT	Diagnosed reconciliation breaks to source-system mapping errors, preventing repeat exceptions.

31 Model

WHEN TO USE IT Use when you represented financial, operational, or behavioral relationships to test assumptions or compare scenarios.
STRENGTHEN IT WITH *drivers modeled, scenarios, sensitivity, validation, decision supported*

ACHIEVEMENT	Modeled [number of scenarios] capacity scenarios, avoiding [currency amount] of premature capital expenditure.
RESPONSIBILITY	Model pricing outcomes across volume, discount, retention, delivery cost, and margin assumptions.
DIFFERENT CONTEXT	Modeled workforce supply against demand to expose [critical skill] shortages before peak operations.

32 Interpret

WHEN TO USE IT Use when your value came from explaining what complex findings meant for a specific audience or decision.

STRENGTHEN IT WITH *source material, audience, implication clarified, recommendation, action taken*

ACHIEVEMENT	Interpreted customer research into product changes that raised activation by [percentage increase].
RESPONSIBILITY	Interpret regulatory changes for business leaders, translating requirements into operational actions and ownership.
DIFFERENT CONTEXT	Interpreted campaign data to redirect spend toward higher-value audience segments.

33 Verify

WHEN TO USE IT Use when you independently checked accuracy, completeness, compliance, or readiness before approval or release.

STRENGTHEN IT WITH *records or output checked, criteria, exceptions found, corrective action, risk prevented*

ACHIEVEMENT	Verified [supplier count] compliance files, identifying [exception count] gaps before contract renewal.
RESPONSIBILITY	Verify campaign tracking before launch, including tags, attribution rules, and conversion events.
DIFFERENT CONTEXT	Verified payroll inputs for [employee count] employees, preventing [currency amount] in errors.

THE 50-VERB BANK

6. Generate & Expand

Use these verbs when your work created measurable commercial value, secured resources, or expanded reach, demand, capacity, or opportunity.

34 Generate

WHEN TO USE IT Use when your work directly produced revenue, demand, savings, insight, or another identifiable source of value.

STRENGTHEN IT WITH *value generated, attribution, timeframe, channel or initiative, quality of result*

ACHIEVEMENT	Generated [revenue amount] in qualified pipeline through an account-based campaign targeting [segment].
RESPONSIBILITY	Generate monthly business insights from operating, customer, workforce, and financial data.
DIFFERENT CONTEXT	Generated [currency amount] in annual savings through competitive sourcing and specification review.

35 Grow

WHEN TO USE IT Use when you increased the size or value of revenue, accounts, audiences, capabilities, or market presence over time.

STRENGTHEN IT WITH *starting point, ending point, timeframe, contribution, quality or profitability*

ACHIEVEMENT	Grew recurring revenue by [percentage increase] while maintaining gross margin above [margin level].
RESPONSIBILITY	Grow strategic accounts through adoption reviews, stakeholder mapping, and value-led expansion planning.
DIFFERENT CONTEXT	Grew the subscriber audience to [subscriber count] through segmented editorial and distribution programs.

36 Secure

WHEN TO USE IT Use when you obtained a commitment, resource, contract, approval, funding, or outcome that was uncertain or contested.

STRENGTHEN IT WITH *value obtained, stakeholders, competitive context, negotiation, business importance*

ACHIEVEMENT	Secured a [currency amount] contract by aligning the proposal with operational and financial priorities.
RESPONSIBILITY	Secure executive approval for investments through clear benefits, risks, dependencies, and funding requirements.
DIFFERENT CONTEXT	Secured [candidate count] hard-to-find specialists through targeted sourcing and personalized engagement.

37 Convert

WHEN TO USE IT Use when you moved prospects, users, opportunities, or ideas from one defined stage to another.

STRENGTHEN IT WITH *starting stage, destination stage, conversion rate, timeframe, intervention*

ACHIEVEMENT	Converted [percentage conversion] of trial users into paid customers through behavior-triggered outreach.
RESPONSIBILITY	Convert qualified opportunities into contracts by coordinating discovery, solution design, and commercial closure.
DIFFERENT CONTEXT	Converted manual policy guidance into searchable workflows used by [employee count] employees.

38 Position

WHEN TO USE IT Use when you deliberately shaped how an offering, proposal, person, or organization was understood relative to alternatives.

STRENGTHEN IT WITH *target audience, competing alternatives, differentiated value, message, commercial or reputational outcome*

ACHIEVEMENT	Positioned [product/service] for an underserved segment, contributing [revenue amount] in first-year revenue.
RESPONSIBILITY	Position executive proposals around business value, implementation risk, and measurable outcomes.
DIFFERENT CONTEXT	Positioned the employer proposition around career mobility, improving qualified applications by [percentage increase].

THE 50-VERB BANK

7. Influence & Collaborate

These verbs show how you created movement through judgment, relationships, communication, and shared ownership rather than formal authority alone.

39 Influence

WHEN TO USE IT Use when you changed a decision, behavior, or priority through evidence, credibility, and stakeholder engagement.
STRENGTHEN IT WITH *decision-makers, resistance, evidence used, change achieved, organizational value*

ACHIEVEMENT	Influenced leadership to reprioritize [currency amount] toward higher-return customer-retention initiatives.
RESPONSIBILITY	Influence product priorities through customer evidence, commercial impact, and delivery trade-offs.
DIFFERENT CONTEXT	Influenced managers to adopt consistent performance standards across [number of locations].

40 Negotiate

WHEN TO USE IT Use when you reconciled competing interests to obtain commercially or operationally improved terms.
STRENGTHEN IT WITH *counterparties, value at stake, terms improved, concessions, relationship preserved*

ACHIEVEMENT	Negotiated supplier terms that released [currency amount] in cash without disrupting supply.
RESPONSIBILITY	Negotiate enterprise agreements covering price, scope, service levels, risk, and renewal protections.
DIFFERENT CONTEXT	Negotiated revised project priorities, protecting the launch date despite [resource constraint].

41 Partner

WHEN TO USE IT Use when you worked with another function or stakeholder as a peer to achieve shared business outcomes.
STRENGTHEN IT WITH *partner groups, shared objective, contribution split, decision improved, outcome*

ACHIEVEMENT	Partnered with Operations to reduce avoidable overtime by [percentage reduction] while protecting coverage.
RESPONSIBILITY	Partner with business leaders on budgets, forecasts, investment choices, and performance recovery.
DIFFERENT CONTEXT	Partnered with Sales to refine lead criteria, increasing accepted opportunities by [percentage increase].

42 Align

WHEN TO USE IT Use when you reconciled differing priorities, expectations, or actions around a common direction.
STRENGTHEN IT WITH *stakeholders aligned, initial conflict, decision principles, commitment, execution improvement*

ACHIEVEMENT	Aligned [number of departments] around one customer metric, eliminating conflicting performance reports.
RESPONSIBILITY	Align hiring plans with approved workforce budgets, capability needs, and realistic recruitment capacity.
DIFFERENT CONTEXT	Aligned product and sales teams on launch readiness, pricing, enablement, and customer qualification.

43 Present

WHEN TO USE IT Use when the communication itself shaped understanding, confidence, approval, or action—not merely when you attended a meeting.
STRENGTHEN IT WITH *audience, subject complexity, recommendation, decision requested, response achieved*

ACHIEVEMENT	Presented the investment case to the board, securing approval for [currency amount] in funding.
RESPONSIBILITY	Present monthly performance to executives, distinguishing material risks from routine volatility.
DIFFERENT CONTEXT	Presented customer research to product teams, leading to changes in [feature/journey].

44 Advise

WHEN TO USE IT Use when stakeholders relied on your expertise and judgment to make a decision or manage risk.
STRENGTHEN IT WITH *decision supported, expertise applied, options considered, risk clarified, result*

ACHIEVEMENT	Advised leadership on restructuring options that preserved [currency amount] in annual capacity.
RESPONSIBILITY	Advise managers on employee relations, policy interpretation, documentation, and proportionate action.
DIFFERENT CONTEXT	Advised clients on cloud architecture balancing resilience, security, performance, and cost.

THE 50-VERB BANK

8. Protect & Resolve

Use these verbs when you protected value, controlled exposure, restored performance, or brought an exception to a defensible conclusion.

45 Safeguard

WHEN TO USE IT Use when you protected assets, information, continuity, reputation, or stakeholder interests through deliberate controls.
STRENGTHEN IT WITH *asset or interest protected, threat, control, coverage, loss or disruption avoided*

ACHIEVEMENT	Safeguarded [currency amount] in annual revenue by resolving a critical contract-compliance exposure.
RESPONSIBILITY	Safeguard customer data through access governance, monitoring, encryption, and incident-response readiness.
DIFFERENT CONTEXT	Safeguarded payroll continuity during [system/business disruption] through tested contingency procedures.

46 Resolve

WHEN TO USE IT Use when you took a defined problem, dispute, exception, or failure through to an effective conclusion.
STRENGTHEN IT WITH *problem scale, root cause, parties involved, resolution time, recurrence prevented*

ACHIEVEMENT	Resolved [case count] aged customer disputes, releasing [currency amount] in previously blocked collections.
RESPONSIBILITY	Resolve priority support incidents through structured triage, ownership, communication, and root-cause follow-up.
DIFFERENT CONTEXT	Resolved inconsistent job grading across [number of departments] using documented evaluation criteria.

47 Reduce

WHEN TO USE IT Use when you lowered a measurable cost, risk, delay, error, workload, or undesirable outcome.
STRENGTHEN IT WITH *baseline, new level, action taken, timeframe, quality or control maintained*

ACHIEVEMENT	Reduced processing errors by [percentage reduction] through validation rules and targeted refresher training.
RESPONSIBILITY	Reduce revenue leakage by reviewing pricing, billing triggers, credits, and contract exceptions.
DIFFERENT CONTEXT	Reduced customer wait time from [previous wait time] to [new wait time] through demand-based scheduling.

48 Recover

WHEN TO USE IT Use when you regained cash, value, service, data, performance, or a relationship that had been lost or impaired.
STRENGTHEN IT WITH *value at risk, recovery action, amount restored, timeframe, prevention added*

ACHIEVEMENT	Recovered [currency amount] in duplicate payments through supplier-account and bank-data review.
RESPONSIBILITY	Recover at-risk accounts through executive engagement, corrective plans, and documented value delivery.
DIFFERENT CONTEXT	Recovered critical data within [recovery timeframe] after a storage failure, meeting continuity requirements.

49 Reconcile

WHEN TO USE IT Use when you compared independent records, explained differences, and established a supported final position.
STRENGTHEN IT WITH *records compared, volume, discrepancies cleared, timing, control or accuracy gained*

ACHIEVEMENT	Reconciled [transaction volume] migrated records and corrected [exception count] conversion exceptions before go-live.
RESPONSIBILITY	Reconcile bank, ledger, and settlement records, investigating differences through documented resolution.
DIFFERENT CONTEXT	Reconciled CRM and billing populations, restoring reliable customer-renewal reporting.

50 Mitigate

WHEN TO USE IT Use when you reduced the likelihood or impact of a clearly identified risk through proportionate action.
STRENGTHEN IT WITH *risk identified, likelihood or impact, control introduced, residual exposure, monitoring*

ACHIEVEMENT	Mitigated supply disruption by qualifying [alternative supplier count] alternative suppliers before contract expiry.
RESPONSIBILITY	Mitigate project risk through dependency tracking, scenario planning, decision deadlines, and contingency ownership.
DIFFERENT CONTEXT	Mitigated attrition risk in [critical role family] through targeted retention and succession actions.

FINAL REVIEW

Strengthen the language—without inflating it

Weak writing is usually vague about action, ownership, or outcome. Replace the phrase only after deciding what you genuinely did.

Instead of writing…	Clarify the real contribution
Responsible for monthly reporting	Prepared, analyzed, delivered, or standardized—depending on what you actually owned
Helped with a new system	Supported, coordinated, tested, implemented, or led—depending on your role
Worked on customer retention	Analyzed, designed, partnered, recovered, or grew
Managed multiple projects	Led, oversaw, coordinated, delivered, or transitioned—state the portfolio and result
Successfully increased performance	Name the metric, baseline, action, timeframe, and supported outcome
Utilized data to drive decisions	Analyzed, modeled, forecasted, interpreted, evaluated, or advised
Played a key role in the launch	Define your workstream, decision authority, deliverable, and launch result

Six-question self-review

- Does the opening verb describe my actual contribution and authority?
- Have I named what I changed, delivered, created, protected, or decided?
- Is the scope clear enough to establish complexity or significance?
- Is every figure, timeframe, and result accurate and supportable?
- Have I varied verbs naturally without forcing unnecessary synonyms?
- Could I explain this bullet confidently in an interview?

About Oravanto

Oravanto creates evidence-led CV and resume resources, role-specific templates, cover letters, interview guides, and professional writing services for an international audience.

Use this guide to improve your language—not to copy claims that do not belong to you. Every example is illustrative and must be adapted to reflect your genuine experience, scope, and results.

Explore career resources and professional services at Oravanto.com

© 2026 Oravanto. Free for personal use. Share the official download link—oravanto.com/50-power-verbs—not the file. No resale, redistribution, republication, modification, or commercial reuse.

FIRST EDITION • AUGUST 2026