

MAJOR ACHIEVEMENT STATEMENT GUIDELINES

What Qualifies as a Major Achievement?

The term “achievement” might be more wide-ranging than you think. There’s no hard and fast rule that defines what you can and can’t list, so you can use your best judgment. As a starting point, imagine someone asks you, “How do I know you’re good at what you do?” What would you say to them?

You might tell them, “I’m ranked as one of the top [. . .] in my field.” You might be able to highlight something specific that you had success in, like, “I managed a AUM of X Rupee,” or, “I oversaw a team of X number of people.” You might have notable academic achievements, such as, “I graduated with top honors,” or “I did this internship and gained these important skills.” Maybe you’ve been honored in a professional organization that you belong to, or maybe you’ve been part of a special committee that illustrates a certain skill or area of expertise.

Any of these things can be aspects that give you an edge. Remember, there’s more to being a good professional than just numbers. Being able to highlight statistics and measurements is always a plus, but you can also include more qualitative things — maybe you were voted “best/most likely to...” for some positive aspect by your colleagues. These kinds of achievements help potential clients or employers get a better sense of who you are and the full breadth of what you can offer to them.

How Much Detail Should You Include?

We at AAFM® don’t want to read a novel, but you don’t want to leave out the key details that get your point across either. In general, you want to give the maximum amount of detail in the minimum amount of space. The best way to do that is with numbers. If you have a statistic or some kind of objective measure that goes with your achievement, always include it. Being specific is key, so if you don’t have a particular measurement or numeric indicator to include with your achievements, try to provide a particular example that proves what you’re saying isn’t just a collection of buzzwords.

For example, you could say, “I have successfully completed major projects under tight deadlines without sacrificing quality.” Far better would be to say, “From October to December 2014, I performed a comprehensive investment analysis for our client, finished ahead of schedule, and received extremely positive reviews from the client.” This way, you’ll specify exactly what work you did, why it was exceptional, and what end benefit you provided for the client or your company.

One great way to approach this is to start with a list of the duties that your profession requires. Then turn each duty into achievements by re-framing it — instead of saying what you do, say how well you do it. Not only do you want to outline your major achievements but be sure to put it in terms of what value you provided to your client or employer. For whoever is reviewing your application, this will bring home that you can make a real, measurable difference where you work.

You can include

Academic achievements



AMERICAN ACADEMY OF FINANCIAL MANAGEMENT® (AAFMM®)

Sales and Corporate achievements

Administrative and HR Achievements

Media and Communications Achievements

IT Achievements

General Achievements

Major Achievement Statement Length.

You are advised to restrict the length of your Major Achievement Statement Length to 1500 Words.