

Resume Positioning Scorecard

Find the gap between your experience and how it is being read.

Powered by the WOOP Career Positioning Method



What this scorecard will help you do

- 01 Spot where your resume is under-positioning your experience
- 02 Understand what your score means and what to address first
- 03 Choose the right next step based on where you actually are

A note before you begin

Some of these questions will feel uncomfortable. That is intentional. Clarity usually lives just on the other side of that discomfort. Score yourself on the resume and LinkedIn you are using right now - not the version you plan to build. This is a mirror, not a judgment.

Why this matters

Strong professionals are not overlooked because they lack experience. They are overlooked because their value is not clear fast enough. That is a positioning problem - and it is fixable.

Why Strong Professionals Still Get Overlooked

Most professionals are not losing opportunities because they lack experience. They are losing because the market cannot clearly see their value. That is a positioning problem.

In every career positioning session I run, I see the same pattern. A professional who has led cross-functional teams at a Fortune 500 describes themselves as someone who *coordinates between departments*. Someone who managed a \$100M program calls their work *pretty standard*. A leader with patents, enterprise credentials, and executive-facing results hands me a resume that reads like a task list.

They are not under-qualified. They are under-translated. And once we fix the translation, everything changes.

Who is Joseph Roszhart?

Joseph Roszhart is a **Career Positioning Strategist** and founder of **Roszhart Coaching**. He helps experienced professionals stop getting overlooked and start being chosen for better roles by translating their experience into clearer resume, LinkedIn, and interview positioning.

BACKGROUND	Enterprise PMO leadership, MedTech, regulated industries, executive-facing programs
EXPERIENCE	Medtronic Johnson & Johnson Abbott Amgen
RESULTS	\$250K saved on a global documentation program. 25% operational accuracy improvement on a 10,000-asset ERP migration. 10% market share increase from a single strategic business case.
CREDENTIALS	PMP PSM II TalentSmartEQ Certified Performance Coach University Featured in AP, NY Weekly, CEO Weekly, LA Wire

The Perspective Gap

Before you score the resume, test how clearly you can explain your own value.

NAME	CURRENT TITLE	COMPANY
_____	_____	_____
YEARS OF EXPERIENCE	TARGET ROLE	TARGET INDUSTRY
_____	_____	_____

In 1-2 sentences, what do you actually do and what value do you create?

Do not over-polish it. Write the version you would say out loud.

What specific outcomes can you point to?

Think time saved, revenue supported, risk reduced, quality improved, decisions influenced, people developed.

What would your colleagues say you are known for?

This often reveals your real strengths faster than any job description.

How would someone outside your industry explain your work?

If this feels hard to answer clearly, that is your first positioning signal.

No pressure - this is your personal mirror. If you want a gut check, send me your total score and your 1-2 sentence answer on LinkedIn or by email at joseph@roszhartcoaching.com.

Resume + LinkedIn Positioning Diagnostic

Score the resume and LinkedIn you are using right now - not the version you plan to build.

1

Target Clarity

My resume makes my target role, level, and direction immediately obvious to a recruiter or hiring manager.

1 = This is not clear in my materials | 5 = My materials make this unmistakably clear

1 2 3 4 5

2

Summary / Headline Strength

My resume summary and LinkedIn headline quickly communicate my level, value, and direction - not just my most recent title.

1 = This story is missing or generic | 5 = This story is clear and immediately compelling

1 2 3 4 5

3

First Impression

The top section of my resume leads with my strongest value - not just a chronological list of where I have worked.

1 = My top section does not reflect this | 5 = My top section clearly leads with my value

1 2 3 4 5

4

Impact Over Tasks

My bullet points focus on outcomes, ownership, and business impact - not on describing my daily responsibilities.

1 = My bullets mostly describe tasks and duties | 5 = My bullets consistently show impact and ownership

1 2 3 4 5

5

Proof of Value

My resume includes specific, concrete proof of the value I have created - time saved, revenue supported, risk reduced, quality improved, decisions influenced, or operational results.

1 = I have little to no specific proof in my materials | 5 = My materials are built on specific, quantified proof

1 2 3 4 5

6

Achievement Visibility

My strongest achievements are easy to find - not buried under generic responsibilities at the bottom of a job entry.

1 = My achievements are buried or absent | 5 = My achievements are front and center

1 2 3 4 5

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Score the resume and LinkedIn you are using right now - not the version you plan to build.

7 Level Alignment

My resume reads like the level I am targeting next - not like I am simply trying to escape my current role.

1 = My materials do not reflect the level I want | 5 = My materials clearly speak to the level I am targeting

1 2 3 4 5

8 Resume and LinkedIn Alignment

My LinkedIn profile and my resume tell the same career story. Someone who reads one and then the other would not be confused.

1 = They tell different or inconsistent stories | 5 = They reinforce the same clear, consistent story

1 2 3 4 5

9 Leadership Signals

My materials clearly show leadership - people I have led, decisions I have owned, cross-functional teams I have influenced, or executive-level visibility I have earned.

1 = Leadership is absent or unclear in my materials | 5 = Leadership is clearly visible throughout

1 2 3 4 5

10 Keyword Fit Without Stuffing

My resume uses language that matches the roles I am targeting - naturally, and in a way that still sounds specific to my actual experience.

1 = Keywords are missing or forced | 5 = Language is naturally aligned to my target roles

1 2 3 4 5

11 Value Statement

I can clearly explain what I do, who I help, and the value I create - in one or two lines - without stumbling or over-explaining.

1 = I cannot say this clearly or confidently | 5 = I can say this clearly, confidently, and consistently

1 2 3 4 5

12 The 6-Second Test

A recruiter, hiring manager, or decision-maker could understand my value and my fit within 6 seconds of looking at my resume or LinkedIn profile.

1 = They would not understand my value that quickly | 5 = They would understand immediately

1 2 3 4 5

TOTAL SCORE
Add all 12 ratings (maximum 60) / **60**

What Your Score Means

This is a snapshot of how clearly your value is being communicated - not a judgment of your experience.

TOTAL SCORE: / 60

50-60 **Strong Positioning** **Best Next Step: DIY - Guide + Workbook (\$27)**

WHAT THIS MEANS Decision-makers can quickly see your value, level, and direction. Your resume and LinkedIn are mostly doing the work.

FIX FIRST Sharpen proof points and make your LinkedIn headline and About section confirm the same story.

35-49 **Needs Refinement** **Best Next Step: Expert Eyes - Positioning Review (\$47)**

WHAT THIS MEANS You have solid experience, but the translation is off. The message is inconsistent, too broad, or buried under generic language.

FIX FIRST Start with your summary and first three bullets. Clarify your target direction before rewriting.

20-34 **Under-Positioned** **Best Next Step: Live Strategy - Intake (\$97)**

WHAT THIS MEANS Your experience is stronger than the way it is presented. You are describing tasks when the reader needs a business case for you.

FIX FIRST Stop rewriting bullets first. Get clear on what you want to be known for and what proof supports it.

12-19 **High Risk of Being Overlooked** **Best Next Step: Live Strategy - Intake (\$97)**

WHAT THIS MEANS Your resume and LinkedIn are too vague, too task-focused, or disconnected from your target level. The story is not clear yet.

FIX FIRST Start with positioning: who you help, what problems you solve, and what level you operate at.

The Gap Is Real. And It Is Closeable.

If you read your score range and recognized yourself in it, that recognition is the first move.

Most professionals I work with are not missing experience. They are missing the translation. The default story your materials are currently telling about you does not have to be the one that goes to the next hiring manager. You can rewrite it. That is exactly what this work is.

Choose the level of support that fits where you are right now.

- DIY** **Resume Positioning Guide + Workbook** **\$27**
Use the WOOP method, worksheets, and positioning frameworks to start translating your experience yourself.
HOW: Visit roszhartcoaching.com
- EXPERT EYES** **Resume + LinkedIn Positioning Review** **\$47**
I personally review your resume and LinkedIn and identify your top 2-3 positioning gaps with specific direction on what to fix first.
HOW: DM "EXPERT" on LinkedIn or email joseph@roszhartcoaching.com
- LIVE STRATEGY** **Career Positioning Intake** **\$97**
A live 1:1 session to review your resume, LinkedIn, positioning direction, and next step together. Recommended for scores below 45.
HOW: Email "STRATEGY" to joseph@roszhartcoaching.com for my private scheduling link.

For done-for-you positioning and the full Career Positioning Intensive, visit roszhartcoaching.com.

Ready when you are.
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