

# FAB

*Is a tool that can help you put your skills and competences into words*

**F - FEATURES**  
**A - ADVANTAGES**  
**B - BENEFITS**

Examples:

**F Effective**

**A** During my time at TELIA, i made 20% more calls than my colleagues

**B** *Thereby i created a higher total revenue*

**F Creative**

**A** When i worked at JYSK, I optimized their online marketing

**B** *Thereby i created a higher brand awareness*

**F Serviceminded**

**A** When i worked at IKEA, I always gave the customer an good experince

**B** *Thereby creating customer loyalty*

## Now put your skills and competence into words

Your features:

*Your characteristics can be skills or experience you have*

Your Advantage:

*Advantages are tasks or ways of thinking that your abilities enable you to perform*

Your benefit:

*Your benefit is the value you can add based on these ailities and advantages*

Fill out this way

Communicate this way