

Business Outcome Verbs

- **Analyse** - study a problem *in detail* by breaking it down into various parts and examining possible relationships.
- **Apply** - to bring knowledge/skill into use, use for a particular purpose.
- **Calculate** - to find out or ascertain by using numerical data, ratios etc.
- **Compare** - examine two or more things to discover their *similarities or differences*.
- **Contrast** - to display the differences between.
- **Define** - to state the precise meaning of. To set out the meaning of a term or concept.
- **Demonstrate** - to explain or describe by showing *examples*, charts, diagrams, graphs etc.
- **Describe** - to give an account of a person, relationship, event institution etc.
- **Differentiate** - to distinguish between. To develop separate characteristics.
- **Discuss** - examine or consider, suggesting a detailed and careful investigation, it may require debating both sides of an argument.
- **Distinguish** - to recognise something as distinct from other things, to point out the differences

- **Draft** - draw up an outline in writing (document, letter etc.) or a sketch, diagram etc.
- **Evaluate** - find or determine the worth, value, amount or significance of something
- **Identify** - show that you recognise something
- **Illustrate** - to make clear by means of examples, charts, diagrams, graphs etc.
- **Interpret** - to give or explain the meaning of something. To make clear. To derive a particular understanding of something
- **List** - to write down a number of things that have something in common
- **Outline** - give a short summary of the general principals or chief elements, omitting details
- **Understand** - grasp something as distinct from other things, point out differences

Author: Peter Gordon