



Missed promotion

Unfair salary

Wrong job

**A résumé can't differentiate  
high performers**


# Which is why great companies want to see 2 things while hiring for high performance jobs



CredPad

Showcase Evidence Mentor Resume Pitch Pradeep Henry

Showcase

 **Pradeep Henry**  
Founder-CEO  
CredPad

**Diagnosis**

**Differentiated me-to-o firm for initial traction & growth acceleration**

Start Date: OCT 1998 End Date: DEC 2007

Situation Effort Outcome Success

[View Details](#) [View Chart](#)

**Indian IT Industry**

**Addressed offshoring concerns: Pioneered 3 customer-centric disciplines**

Start Date: SEP 1995 End Date: DEC 2007

Situation Effort Outcome Success

[View Details](#) [View Chart](#)

**Tata Consultancy Services**

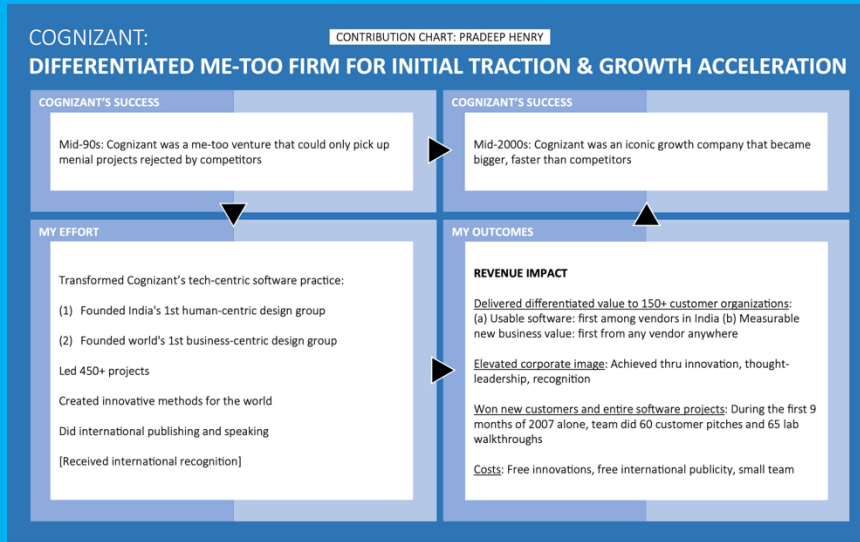
**Built a missing practice that retained vital customers**

Start Date: JUL 1993 End Date: JUN 1995

Situation Effort Outcome Success

[View Details](#) [View Chart](#)

Only CredPad demonstrates those 2 things



# CredPad's Contribution Charts demonstrate your exceptional abilities

- Each chart captures the contribution you made to a specific organizational success
- Chart content is based on your response to a questionnaire
- Chart structure is based on CredPad's framework for employer-employee alignment
- So, CredPad presents your exceptional performance in the context of business performance, which honestly is the only thing that matters to both current and potential employers.

COGNIZANT: CONTRIBUTION CHART: PRADEEP HENRY

### DIFFERENTIATED ME-TOO FIRM FOR INITIAL TRACTION & GROWTH ACCELERATION

<p><b>COGNIZANT'S SUCCESS</b></p> <p>Mid-90s: Cognizant was a me-too venture that could only pick up menial projects rejected by competitors</p>	<p><b>COGNIZANT'S SUCCESS</b></p> <p>Mid-2000s: Cognizant was an iconic growth company that became bigger, faster than competitors</p>
<p><b>MY EFFORT</b></p> <p>Transformed Cognizant's tech-centric software practice:</p> <p>(1) Founded India's 1st human-centric design group</p> <p>(2) Founded world's 1st business-centric design group</p> <p>Led 450+ projects</p> <p>Created innovative methods for the world</p> <p>Did international publishing and speaking</p> <p>[Received international recognition]</p>	<p><b>MY OUTCOMES</b></p> <p><b>REVENUE IMPACT</b></p> <p><u>Delivered differentiated value to 150+ customer organizations:</u>  (a) Usable software: first among vendors in India (b) Measurable new business value: first from any vendor anywhere</p> <p><u>Elevated corporate image:</u> Achieved thru innovation, thought-leadership, recognition</p> <p><u>Won new customers and entire software projects:</u> During the first 9 months of 2007 alone, team did 60 customer pitches and 65 lab walkthroughs</p> <p><u>Costs:</u> Free innovations, free international publicity, small team</p>

**EVIDENCES**

<https://thehardcopy.co/design-1>
<http://www.pradeephenry.com/c->
<e7-newindianexpress-dec2406j->
<university-course.png>

<media-clips-usabilitygroup.png>

# CredPad's Evidences enhance your credibility

- CredPad urges you to add evidences that support the claims you made in the chart. Evidences can be customer praise, an award, a link to an article you wrote, etc.
- Upload evidences. If you have a strong online presence, some of your evidences may automatically appear so you don't need to step out of CredPad.
- CredPad lists corresponding evidences right below each chart.



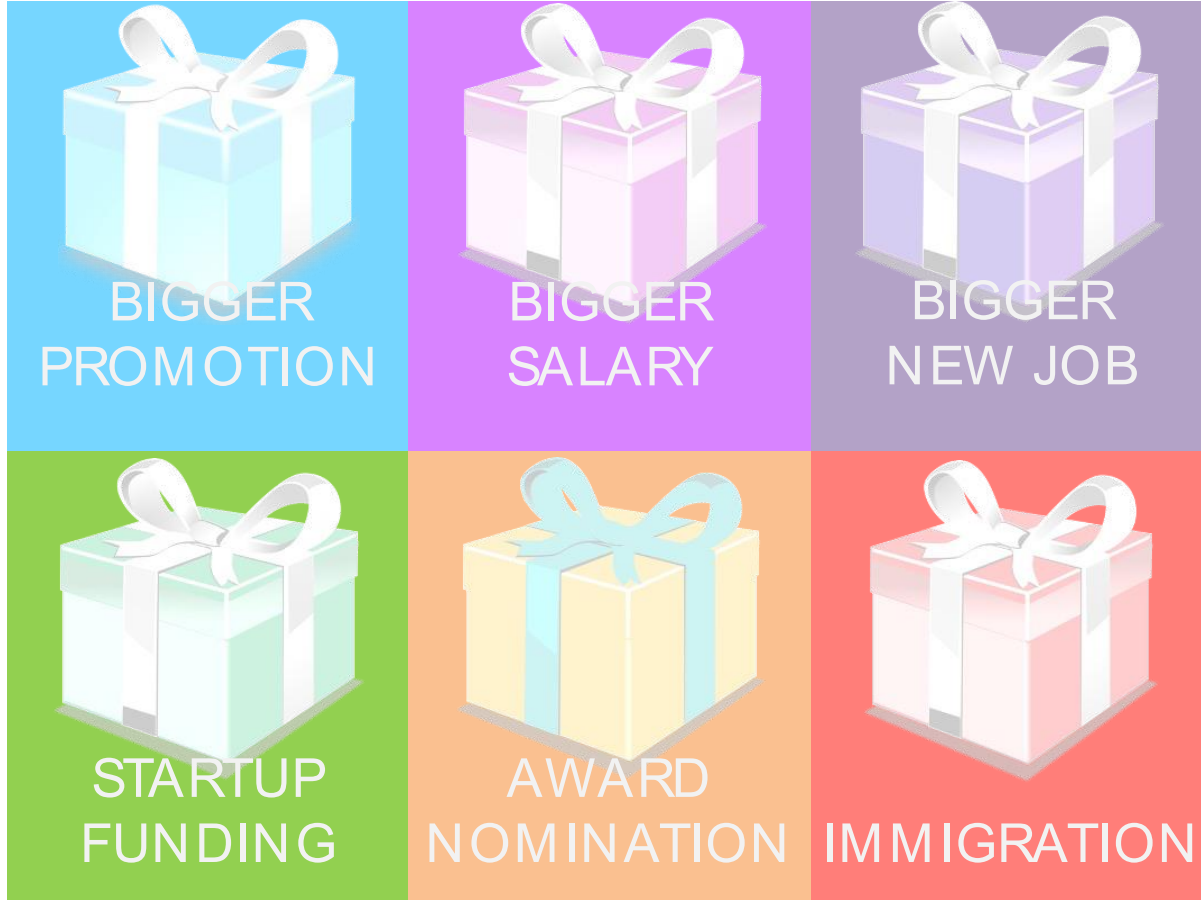
By giving an accurate sense of your bigger contributions, you've primed current & potential employers to level up their rewards

# Couple more things you can do

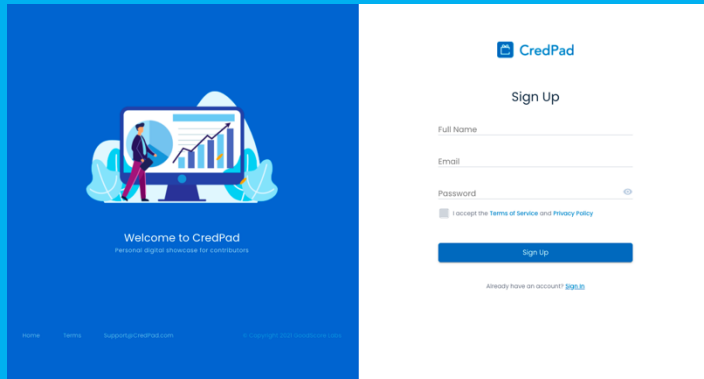
**Add Résumé** – Then CredPad places your list of contributions at the top of the résumé

**Bring Mentor** – To review and recommend

Don't wait for annual review or job opportunity



**Pitch  
whenever  
you need a  
big win**



DEMO YOUR  
**CONTRIBUTION**  
GET A BIGGER  
**COMPENSATION**

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