

Putting together a SUMMARY CAREER RESUME that 'markets' the benefits that you will bring to a prospective new employer.

You may like to consider the following points when you next decide to revise your CV.

You will find that you can better position and 'market' yourself into some targeted and/or potential employers with a different approach to current CV writing practice.

You will find that really good CVs now contains everything that is needed for data-based managed position/job searching - i.e. 'key words' and the appropriate terminology - to ensure regular review by the software when both recruiters and potential employers are looking for suitable candidates (who they will then review in some depth).

Secondly, the CV's layout/structure should make it as easy as possible to quickly evaluate your potential and past experience/accountabilities (especially for a busy HR Manager or Recruitment Consultant coping with a huge response from a position vacant, press or web-based advertising campaign).

Review first the layout following to better understand the follow comments ...

1. First two sections
 - Draft a short statement about the benefits and skills that you will bring to an employer.
 - Identify a maximum of six key achievements during your career (keep them short, yet concise).
2. Next two sections
 - Your academic and professional qualifications to support those benefits and skills.
 - Your hobbies and interests (to demonstrate that you enjoy a balanced lifestyle)
3. Then (and only then)
 - Some information about your past employment - but concentrating on the scope of your responsibilities and key achievements. (These points will, once again, be short and concise and they should act as support for your opening benefits and skills statements);
4. Finally,
 - The Career Summary document should note that an interested party will be provided with a list of your referees, a detailed summary of specific skills and a list of awards (from areas of both academic and professional recognition) following the interviewing process.

From the point of view of a busy Recruiter, your CV or Career Summary document should be easy to read quickly whilst allowing that person to gain a great deal of information about you. You have created an opportunity to differentiate yourself from many of the other applicants and to be seen as an interesting and skilled candidate who may have the potential (or be ideal) for the position on offer.

It makes that recruitment consultant want to help you - since you have assisted in making the initial appraisal process (of you) simple - yet focused.

The database will lock on to several of the key search words that you have used within your Career Summary document if they too have been used within the employer's position description and/or recruitment assignment brief making it more than likely that you will be offered an opportunity to attend a preliminary interview.

Your CV or Career Summary document should retain the reviewer's interest whilst ensuring that they are not forced to wade through lots of past employment history – (some of which, whilst very interesting (especially to you...) may not, necessarily, be of any real interest to either the consultant and/or the potential new employer.

If you can 'hear' the reader say 'So what !' to something that you have put within your document, then leave it out ... !

It should state, right up front, what you will bring to the new company - with any statement/s that you may make (either within your Career Summary document or during an interview) always being able to be backed up with easily checkable facts.

A concise and focused CV or Career Summary document is exactly what is needed in this busy and information-overloaded environment.

I hope that the Career Summary layout, below, will assist you to put together your own 'personal marketing' document and I wish you all the best with your efforts.

If I can be of any further assistance or you want some support to plan a strategy, moving forward, then please don't hesitate to call us at Affordable Recruitment or drop us an email at mike@extractive-consulting.com

Career Summary (document format)

Name

Address

Telephone

(Home)

Email

Benefit Statement:

As an experienced xxxxxxxxxx, I bring a strong work ethic to my place of employment and a keen desire to succeed through supporting the business.

1st Paragraph - no longer than 4 lines - state your main working attributes

2nd Paragraph - no longer than 4 lines - state your main contribution to past success

Key Achievements:

Highlight no less than 4 and no more than 6 significant and business supporting achievements that resulted from your efforts or business skills.

Current or Last Key Position:

Title:

Company:

Industry:

Duration:

Accountabilities:

Highlight no less than 4 and no more than 6 **key** accountabilities for this position.

Education & Professional Training:

Highest academic qualification first and then + professional training courses (of at least 24 hours duration)

Interests & Hobbies:

List 4 to 6 interests.

Employment History:

List chronologically from most recent role to your first position – as follows:-

Title: Company: Industry: Duration:

Achievements: No less than 4 and no more than 6

Referees:

Only ever state: **Available upon request**

- Always discuss the position that you are applying for with your referees (especially if you have also been offered an opportunity to attend an interview).
- Ask permission to use each of them as a referee but only offer their name to the reference checker if your referee genuinely believes that you have the experience and skills for the position on offer.
- Advise either the prospective new employer or Recruiter of your referees contact details (both email address and private phone number (a business number should only be given if agreed with your referee))
- Finally, always give some feedback on the interviewing process to your referees and say ‘Thank you’ regardless of whether you won the job or not – don’t forget that they put some time and effort into trying to help you with your career move ... !!