

Creating a Resume

- resume is bait to land an interview, a career marketing tool
- let go of past experiences that don't market you for your current goals
- every word should sell your value & credentials
- quantify proof of potential value by using #'s
- PAR interview response format (problem, action, result)
- use the proper descriptive verb to paint an illustrative canvas - remove dull & stale words & phrases (responsibility for, duties include)
- understand employer's needs – fill the hole & create the position
- weave credentials & experience into the summary
- demonstrate performance is transferable
- define a bracket of responsibility
- quantify performance within using #'s
- descriptive verbs: accelerated, awarded, balanced, built, catalyst, capitalized, centralized, challenged, conceptualized, constructed, created, developed, diverted, enabled, engaged, established, exceeded, executed, expedited, forecasted, formulated, founded, generated, identified, implemented, initiated, innovated, introduced, maximized, modeled, motivated, negotiated, observed, originated, performed, persuaded, quantified, recovered, renegotiated, resolved, revealed, revitalized, screened, selected, shaped, simplified, spearheaded, stabilized, stimulated, strategized, strengthened, substantiated, surpassed, synthesized, tailored, transformed, unified, united, validated, weighed

Resume Flow

- contact info
 - position or career objective
 - summary of qualifications
 - college education
 - professional experience
 - o most recent to oldest position in reverse chronological order
 - o company names / position titles highlighted
 - o follow with products / services marketed by company – provides relevancy
- *many subtle nuances & variances exist when crafting resume to situation

Cover Letter

- purpose
 - o the first communication & impression
 - state from where awareness of position emanated
 - o entices reviewer to peruse resume
 - o highlights career achievements
 - o states candidate's goals matched to company's needs
- should immediately stimulate interest
- write no more than 2 paragraphs addressing position
- states candidates needs
- explains why interested
- demonstrates what company can expect from candidate
- give it a personal touch
- create an illustrative canvas with descriptive verbiage that flows and looks balanced

Offers

Consider before accepting:

- remuneration & relocation package
- quality of life differentials
- internal needs
- skill set and education required
- urgency to fill position
- time spent looking
- assess your contributing potential & inclination
- talent pool and networking potential
- potential for growth
- company philosophy & personality
- years experience in area from direct experience
- immediate supervisor & projects engaged

Compensation

- relocation package
- sign on bonus
- stock options/grants/ESPP
- 401k with matching company contribution & vesting period increments
- 6 month performance reviews with salary adjustment
- Benefits package
- Flex time / telecommuting
- Profit sharing
- Weeks vacation
- Expense account or car allowance
- Educational reimbursements
- Company sponsored training
- Sick leave / personal days
- Health club membership / on premises
- Financial planning
- Casual dress
- Challenging opportunities to grow skillset
- Growth potential and ability to move laterally/upward/new areas
- New areas of ownership – no pigeon holing

Company Questions

- what is the value add / business model here?
- philosophy?
- do people trust the company?
- who creates the "vision" and its implementation?
- company's reputation is in the informed marketplace?
- how does company build credibility?
- how do people "grow" here?
- what obstacles are continually being run into?
- from customers' perspective, strongest/weakest attributes?
- turnover rate?
- immediate projects & goals thru next 12 months?
- perception of position within organization?
- evaluation of performance – methodical or expedited?
- When would you need me to start?

Interview

- Eye contact & Humor
- Concise answers w/ examples – No generalizations
- Be peppy – high tempo, PAR format – be mindful of speech rate

Closing

I am very interested in the position and would like to be offered the job. How do we proceed from here?