

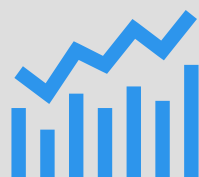
JOURNEY TO A STRONGER RESUME

PART 1: A PRACTICAL FRAMEWORK FOR RESUME WRITING

1

Statistical Awareness

Knowledge is power



6 Seconds

Average time spent reading your resume



120+

Likely number of applicants per vacancy



5

Average number of people interviewed per vacancy



Employer's Point of View

Start thinking like the hiring manager

2



\$50,000

Low Risk: Employers want to avoid a "bad" hire

ROI

High Value

Employers want to see value



Great Fit

Your experience & background should align with the vacancy

3

Tips and Tricks

Make it appealing



Message

VALUE! VALUE! VALUE!

EASY TO READ

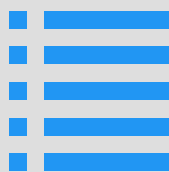
Font

Calibri or Cambria
SIZE 11+ point



Length

Try to keep the length to one page



Critical Ingredients

Recipe for greatness

4



Contact Info



Title



Summary



Competencies



Experience



Education



Extra

5

Pitfalls

Beware of these potential stumbling blocks



Job Hopping



Employment Gaps



Career plateaus and backsteps



Vague or Passive Language

ABC

Typos & Inconsistencies



Irrelevant Content



Format

Style and type

6



Chronological: Lists jobs in reverse order; most popular; format employers prefer



Functional/Skills-based: focuses on your skills rather than work history; best if employment gaps



Combination: mix between chronological and functional; can create a more targeted resume

7

Your Story

A picture is worth a thousand words



Your resume is **your written story** which *you should tell* in a way that causes the reader to feel great about the potential of you filling the vacancy. Another way to think about your resume is that it's YOUR CAREER SALES BROCHURE: why a company should hire YOU.

Sources and Resources

Where you can find out even more about this topic

8

SOURCES

- LinkedIn (articles and posts)
- Glassdoor.com
- Copeland Coaching Podcast - Angela Copeland
- What Color is Your Parachute? - Richard Bolles
- <https://www.thebalancecareers.com/resume-types-chronological-functional-combination-2063235#chronological-resume>

RESOURCES

- <https://www.linkedin.com/in/brian-schneider-br549>
- <https://www.copelandcoaching.com>