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Career Change 4 U. Three Steps to Success

Your C.V. a Selling Document

Colm W. Cavey



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Book 1: Your C.V. a Selling Document

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Career Change 4 U. Three Steps to Success
Book 1: Your C.V. a Selling Document
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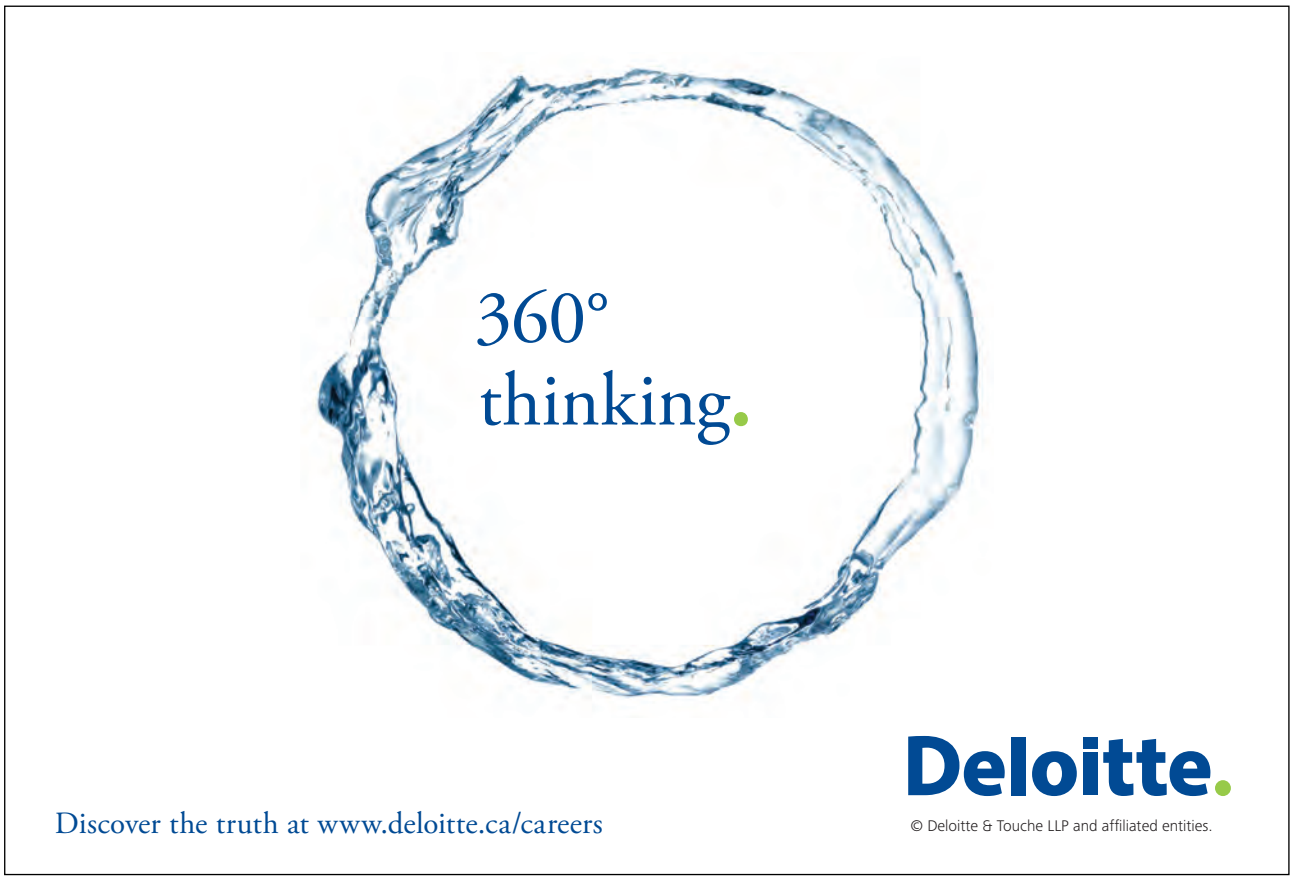
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Introduction

No one ever sits down on a lazy Sunday afternoon and thinks 'Oh I must write up a good C.V., yes that will be fun'. No, that never, ever happens, C.V.'s only get written at short notice such as the day you were made redundant or fired or the day the Receiver arrived at your workplace. Then its 'quick I need a pencil and paper, got to do my C.V. quick. I saw an advert in the paper today, the pay's good, something about Quantum Physics, sure I'll give it a go anyway, didn't I do Physics in school.' and so the C.V. is completed during the tea break and is mailed off an hour later. Laugh not, it happens all the time.

C.V.'s only get written in a hurry with information dragged together in no order, all of which is akin to going on a pheasant shoot with a semi-automatic machine gun. You will hit everything in the sky except the pheasant. Most C.V.'s are written in about one hour on average. Anything done in such haste is suspect at the best of times.

There is no secret to a good C.V. is just requires careful thinking and systematic recall of what you have done in your career, what's of interest and then how well you document your achievements, your past experience and skills. Document that little lot, simply, concisely and professionally and you will have a good C.V.

This book takes you through the whole process. Every step, every topic is examined, recommendations given and examples are displayed in a step by step fashion, all in a well tried and tested sequence used by many PCC clients in the past, and mostly commended for their style and professionalism.

Line by line you will learn how to recall and identify the key information that you want to write but more what the employer wants to read. See how to format text in interesting ways, the layouts and make the C.V. a compelling read.

Follow the instructions, take your time and you will be the owner of a professional marketing document which will be your Curriculum Vitae. Don't rush it and get it right. Then you will have a C.V. for life. After that it will only need a small top-up now and again to keep it up to date.

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About the Author

Colm Cavey
Managing Director
Professional Career Consulting
www.jobdoctor.ie

Colm has over 25 years experience in the Outplacement, Career Transition and Private Client Consulting Business. Operating from the most senior positions through to those at entry level in organisations as well as private clients, he has worked in the areas of Selection, Development, Retention and Transition all being within the life-cycle of people within an organisations.

A keen advocate of innovation, his programmes and delivery methods have always kept one step ahead of the ever-changing trends. As a consequence he strongly supports new and different ideas in creative C.V.'s and presentation styles. It has always been his policy to get down in the 'trenches' with clients and work with them closely and in a tailored fashion through the whole change process the success of which is reflected by the consistently impressive redeployment times among his clients.

He specialises in providing personalised and supportive programmes focusing on client's main areas of concern and employing most the up-to-date methodologies driving today's fast moving jobs market. His services are delivered in a one-to-one or group format or on-line to International clients.

In the past he was Sales Director in Ireland for one of the world's largest Outplacement Consultancies, was founding director of an Irish Recruitment company, in addition to working within the Executive Search and Section sector.

His business, PCC is recognised as a successful and quality provider of career change services who guaranteed the highest standards of service, professionalism and confidentiality that you would only expect from a trusted partner.

PCC, Professional Career Consulting is sometimes better known as: the jobdoctor.ie details of which can beviewed at www.jobdoctor.ie

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1 Your Curriculum Vitae

Never was a word so badly chosen to describe such a document. It should be called;

Your Brochure!

1.1 Your C.V. is your Brochure

For that's exactly what it is. It's a document that must sell you at a glance as will any good brochure for any product. Examine any brochure for example, a hotel brochure and what will you see is a nice picture of the restaurant, a buffet table with the obligatory cooked lobster in the foreground, a beautiful bedroom with a view of the mountains out the window, the golf course, the gym, etc. Examine the text and you will find there is surprisingly little and what they do say, they say well. This brochure will sell at a glance.

What the hotel brochure will not show is a picture of the swill bins or the linen cupboard. Why? Very simply because you're not in the slightest bit interested where they keep the bins, you just want that nice big lobster on the buffet table.

Your C.V. is no different. While there are no pictures on your C.V. it still must sell you at a glance just like the hotel brochure.

Using the hotel brochure as an example, ask yourself what makes it work so well? It works because it is nicely laid out, it shows the key points of interest in a concise and interesting fashion, and it describes the venue in an enticing fashion and in a professional format lets you know how all the facilities can be available to you.

1.2 You're the Product

When you view this brochure you are not conscious of the fact that it is just selling a product in a skilful and professional fashion but in just a few moments you will unconsciously think; "I would love to take a weekend break there". **SOLD! JOB DONE!** After this you will probably write down the e-mail or phone number and contact them to find out availability, the cost and then make a booking.

More likely than not, you will never look at the brochure again. So the brochure just sold the concept and tempted you to enquire for further details.

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1.3 Tempt the Employer

Your C.V. should do exactly the same only this time you are the product. An employer somewhere has a need for someone with particular experience and skills and so they advertise or go to a recruiter. Like the hotel brochure example, your C.V. must tempt the buyer/employer to want to know more. It should not tell too much, just enough to get them to want to know more. The only way they can do that is to invite you for interview. Once again, **SOLD! JOB DONE!**

Your C.V. should document your experience in a very concise manner relating the key points so the 'buyer' or employer in this case will want to know more.

Remember the lobster and the swill bins. Give them lobster.

1.4 Your C.V. is a Selling Document

Never forget that your C.V. is a selling document. It must be informative, tell the reader all the key points of your career relevant to the position on offer. It must be easy to read, nicely presented and professional in its content and layout. It must SELL YOU AT A GLANCE.

On the following pages I will go over all the elements of a well laid out C.V. Follow the suggestions given and use the examples shown as ideas to follow. Alter them, turn them around to suit but don't copy and paste. That is a seriously bad idea and do not be tempted to do so. Your C.V. must be yours in content and style. Copy another persons C.V. and it's no longer yours. It's half someone else's. A well experienced recruiter will spot this in a moment. They will see the change of writing style, or syntax which is always glaringly obvious. So compose all your own information but use all the ideas given.

Having said all that I might add that despite what's said there is no fixed or correct format for a C.V. What looks good, is easy to read, easy to absorb and understand and provides the right information is fine. Even the most unusual C.V. layout can sometimes work well provided it does the above. Lastly, ensure your C.V. has 'eye' appeal. Think about that. More about eye appeal later.

1.5 A C.V. or A Resume?

The main differences between a Resumé and a Curriculum Vitae (C.V.) are the length of the documents and the amount of detail provided.

Typically, a Curriculum Vitae includes is a summary of your educational and academic backgrounds as well as work experience, skill sets, special achievements, presentations, awards, affiliations and any other details that an employer might want to know in order to make a judgement as to whether they wish to speak to you or call you for interview. Generally this format stands most certainly in Europe also in the Middle East, Africa, or Asia. In other words most of the world outside of the U.S.

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There is no absolute rule but my view is regardless where you live a two page document will cover all eventualities. And yes, despite what you think a two page document will suffice for most people and even those with a long and complex career history. In some exceptional cases three pages. As I take you through the business of C.V. construction you will see why I say this.

The Resumé is a term used more frequently in the US, and the like the C.V. it too is about two pages. However in the US they have a tolerance for a shorter document rather than the longer traditional C.V. as it is known. So a one page Resumé is not uncommon.

Where a candidate has extensive background information to impart such as technical information that is relevant, details on research work and so on, a longer document is accepted and probably necessary. In these situations they refer to the document as a C.V.

So call it what you like, a C.V. or Resume, unless you fall into the technical category, two pages will be perfectly acceptable so long as the information is informative, well written, clear and concise.

Despite what I have said so far about a C.V. being your 'brochure' from here on I am going to refer to it as your C.V. If I keep talking about brochures it will be confusing so from here on it's C.V. only!

1.6 Should I put a Photograph on my C.V.?

Quite frequently I will receive a C.V. from inquirers with a photograph of themselves printed at the top of the front or first page. Usually it is a pleasant head and shoulders picture.

Even more frequently I am asked "should I put a picture on my C.V.?" I find this a hard question to answer, not because I don't have a view on the matter but because it's a very personal thing and some people just like to include it.

My view is very definitely no. No picture ever, unless it is specifically asked for.

The saying goes – 'a picture says a thousand words' – and it does.

Nothing on your C.V. will evoke a quicker decision more than a picture. The reader will look at it and in one split second will like or dislike what they see. They will muse to themselves, 'no……. don't like to look of her/him'. After that what you have written on your C.V won't even get a glance. The decision will be made based on your looks.

Also if you are blessed with good looks and appear like you just stepped off the catwalk, the view will be 'doesn't she just fancy herself sticking her picture on the front page' 'she's probably as conceited as could be' – Decision made. The same goes if you're male.

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If on the other hand you have the looks that only a Mother could love, then you're in the same boat.

With a picture on your C.V. I believe you are asking for trouble. No matter what you look like it will be viewed and decided upon with little or no recourse to the very important career information written on your C.V.

It's just my view, others may argue but I won't. It's very personal and the decision is yours.

Just don't!



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2 What happens to a C.V.?

2.1 Consider the Reader First

One of the best exercises that you can do before attempting to put pen to paper is give a little consideration to the individual that is going to have to read your C.V. This is where my comments about your C.V. selling you at a glance comes into play.

The real scenario is that an employer will identify a job to be filled or the need for a person to do a particular task. They will advertise or refer the appointment to a recruiter who will then have the task of preparing a short list. In most cases it is likely that the position will also be posted on the Web and possibly advertised in the newspapers and trade magazines.

In the current climate there will be lots of candidates for every position advertised. Add to that a number of people who will be applying even though they know they have little chance and then add the habitual job applicants who apply for everything regardless of their ability.

And yes there are people like that. Add all these together and imagine the selection task that lies ahead.

2.2 How will your C.V. be viewed?

A recruiter or an employer will arrive in their office a day or so after they posted a job advert on the Web. They will switch on their P.C. and… Zip!… possibly upwards of 200 or more e-mails will appear on the screen, all applicants and all attaching a C.V. These have to be read and reduced to a shortlist of 8 or 10 at the very most.

After hours of reviewing boring C.V.'s they come to yours. There is nothing more to explain here. It's obvious. Tired and weary your C.V. will get 30 seconds, maybe less – that's all the time you have to catch their attention. Think now what you will do to ensure that you go into that shortlist of 10. If your C.V. is like most of the others, ill prepared, confusing and not providing relevant information clearly, your C.V. goes in the "MAYBE" pile and will never get looked at again.

Again I repeat your C.V. must "sell" you at a glance! Remember that Lobster on the buffet table?

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3 Will my CV be read?

3.1 Format. What Format?

There is no fixed format or set layout for a C.V. Despite what many say, I have seen some of the most unusual and strangely laid out C.V.'s succeed where more traditional ones have not. The C.V.'s that worked well all have a few common attributes regardless of the layout.

They all:

- Attract attention.
- Have interesting and relevant information.
- Are well laid out, easy to read and are well spaced.
- Do not crush information into big paragraphs of text, it's boring if nothing else.
- Break up text with bullet points making it easier for the reader.
- Give most space to important topics which are usually your present or last job.
- Ensure absolutely no waffle; sharp, to the point and factual.
- Are 100% truthful in every detail.
- Have the most relevant information at the top.

Clearly you must:

- Keep it simple.
- Keep it strictly factual.
- Use common sense.
- Not use long descriptive blocks of text.
- Provide relevant work related information only. No children's names, car registration, you love reading, animals and children etc, etc…
- Check your spelling and when that's done, check the spelling again. You will always find something wrong. And when that's all done get a friend to check your spelling. Bet's are they will find an error somewhere.

When finished, read it and ask yourself truthfully, 'If someone sent me this, would I be impressed?' You might not like the answer.

And when you think you are finished, if you spent less than two hours on your C.V. It's probably not very good at all. It needs lots of time – reading – correcting – reading – reviewing…

Your C.V. has to be really good so give it the time it deserves. You only get one quick shot with a job application. Once your C.V. is complete the task is all over. The most you will ever have to do for years to come is modify a line or two occasionally and you will always be up-to-date.

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3.2 Don't waste space

When an employer invites you to submit your C.V. it is so they can learn more about your background. Obviously this is to ascertain if you have the experience they require for a particular job or task. Your C.V. should be two pages in total with about three lines for your name and address, three lines for personal details which is a total of six lines or just a little less than one quarter of a page. This means you have one and three quarter of a page to document your entire career history and education. Obviously space is at a premium so don't waste it. You are going to have to use every inch of space very carefully in outlining your attributes.

There are ways to do this but before getting into the details let me tell you this:

3.3 Making Sauce

At home in the kitchen one evening I said to my wife, "do you know there is something boiling away on the pan, will I turn if off?"

"No", she said "I'm just letting it reduce a bit. I'll leave it for another minute or two more". It was in fact sauce. As it simmered it slowly got less and less in content and when I tasted it I realised that as it had reduced considerably, it had become much stronger and much more flavoursome. The result was really good. It was then I thought that this is a good analogy for writing a line of text in your C.V. Make Sauce!



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When you write a line of text on your C.V. read it over and ask yourself how can I reduce this statement, what can I take out of it that's not necessary? You will be surprised how much un-necessary text you can remove from every line and not affect the meaning. More often than not, like the sauce, it will be stronger or more impactful. In other words, write a line and then reduce it down. You always can.

A real example from a past client read;

- **I took over the running of the business when the MD was away on holidays or on business overseas.**

– I suggest that this should be reduced to:

- **Deputised for the MD in his absence.**

It means the very same thing but it's less than half a line. That's what I mean by making SAUCE! Less text – more punch

3.4 Shorten Every Line

Write every line out in rough first. Then shorten it down and when that is done…shorten it again! You can then use the space you saved for more interesting or relevant information for the reader. Doing this you will surprise yourself at the amount of space you will free up. Without doubt this is one of the biggest errors frequently made on C.V.'s

Another big space wasting error is the name and address. Name on the left then again the name on the right. It doesn't make sense. If you write down John Johnson or Joan Jones; it is clearly your name. So why tell the reader it's your name and then write down your name?

An example.

Curriculum Vitae	
Name	Ger Thompson
Address	The House
	The Road
	The Town
	The County
Telephone Number:	012-1234567
Mobile Number:	012-1234567
E-mail:	g.thompson@provider.com

Fig 1.

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It's obvious, it's a Curriculum Vitae so why waste space saying it is? It can easily be replaced by:

Ger Thompson

The House, The Road, The Town, The County.

Telephone Number +123-4-5678910.

Mobile: 123-45-678910. E-mail. g.thompson@provider.com

Fig 2.



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4 Give it Eye Appeal

4.1 Looking Good Helps

I mentioned the words 'Eye Appeal' earlier and said I would explain.

Clearly it is most important to provide good clear and concise information on your C.V. One element that a lot of people pay no attention to is "Eye Appeal".

They spend hours working on their information, formulating it, changing, editing etc, and the result is often – Yes – good information but all laid out all the same. One line after the other, headings that all look the same, big blocks of text and the whole document is lacklustre and looks boring in the extreme.

It's when considering the broad lay-out of your C.V. that you need to think about how it looks to the viewer or reader. If one page is crushed with information and the next page is very spaced, it just won't look right. It will have an untidy appearance.

4.2 Break up your C.V.

Break up the content of your C.V. Each heading or topic could be given a different layout. Some text could be in bold and some not. Some indented, some double indented and some in bullet points. There are others forms of layout and I will cover them all. The idea here is to make you C.V. look interesting even before the reading starts. But always keep the same font throughout. I believe Arial 10 or 11 font size is best.

By strategically placing text in different formats or layout or in particular areas you can draw the reader's eye to the parts you want read first. It also makes it easier for the reader to refer back and find any topic they want to read a second time. You can locate what you want where you want it tactfully.

By doing this you will increase the chances that your C.V. will:

- be read as you want
- be easy to read
- be interesting
- be remembered

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4.3 A Well Spaced Document Example

Let me give show an example. To demonstrate the effectiveness of a well spaced document please read this section of text below and then again on the second example shown.

Remember…

The person who will be reviewing your C.V. will probably be looking at it on a PC screen. They may well have spent a few hours reviewing 50, 60 or maybe 80 C.V.'s, before they get to yours. They all came in the day after an advertisement appeared in the paper. Yours may be the last of a big response. The reader could be tired and may not give yours the attention it deserves. So yours must attract attention, have interesting and relevant information, be well laid out and easy to read. Give it space. Take care that you don't crowd information into big paragraphs of text. That's boring if nothing else. Break it up into bullet points. Make it easy for the reader. Give most space to the more important topics which are usually in your present or last job. Ensure absolutely no waffle; keep it sharp, to the point and factual.

Fig 3.

Now read that same text again but written in "**C.V. Style**".

Remember…

The person who will be reviewing your C.V. will probably be looking at it on a PC screen. They may well have spent a few hours reviewing 50, 60 or maybe 80 C.V.'s, before they get to yours.

They all came in the day after an advertisement appeared in the paper:

- Yours may be the last one read of a very big response.
- The reader could be tired and not give yours the attention it deserves.

So yours must:

- attract attention
- have interesting and relevant information
- be well laid out and easy to read.

- Give it space. Take care that you don't crowd information into big paragraphs of text. It's boring if nothing else.
- Break it up into bullet points. Make it easy for the reader. Give most space to the most important topics which are usually in your present or last job.
- Ensure absolutely no waffle; keep it sharp, to the point and factual.

Fig 4.

Which was easier to read, which looks better? I think the second example does without a doubt.

This is just a small example of how breaking up sentences and paragraphs can make the whole document looks so much more interesting and alive, and easy to read.

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4.4 View your Own C.V. First

It is important to remember that when your C.V. is completed you must first view it carefully on the PC screen or laptop/tablet and then print it and view it again in hard copy. You will see they both have a different look about them. Some items highlighted on the screen are often too **BOLD** or harsh when viewed in hard copy.

Bear in mind that different people will view your C.V. in different circumstances. The first viewing will probably be on a computer screen after you have e-mailed it to an employer. This person will probably be in HR and screening many C.V.'s. So yours must be good to get over that first hurdle.

Before an interview your C.V. will be distributed to the three or four other people who will be meeting you as well as H.R. They will all have a hard copy of your C.V. in front of them and it will be their first viewing of your application.

Be sure it looks as good in hard copy as it does on the screen. You have to cover all eventualities when considering who, where and when your C.V. will be viewed.

That old but often quoted saying,

'You only get one chance to make a first impression' was never more true.



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5 What are the Key Headings?

5.1 Key Headings on your C.V.

A C.V. will usually contain about 6 or 7 different topics of information. And there is no absolute or correct location for each. The number of topics will be different with each individual depending on their background but will usually include details on:

1 – Personal Information.
2 – Education & Qualifications
3 – Additional Training
4 – Career History
5 – Skills and experience
6 – Languages
7 – A Profile…optional but properly done can be very effective

Any or all of the above can be used in your C.V. and there is any number of variations as to where each piece of information can be placed. Again, I stress there is no fixed rule for the layout just do it in your own style so it makes sense and is easy to read. While planning your layout always keep in mind the "weary reader" who will have to read it.

5.2 A Tip!

At the early stages of constructing a C.V., if you're working on a PC or tablet, it's a good idea to put each section of text into separate text box. All education in one box, all your skills and achievements in another text box, etc. In this fashion it makes changing the layout of your C.V. easier. You can drag the education box to the bottom, the profile box to the top or whatever design you would like to try. It makes it all very quick and easy.

When you are happy with your layout then you can copy and paste each section onto a new page in minutes – or less.

From this point on we will start to build your C.V. Take your time, do it slowly and I can assure you that following the directions given, the result will be a professional and informative document acceptable to employers and recruiters alike.

As it's clearly not possible to provide sample C.V.'s of every category of job or profession in existence I will first create an imaginary person. This person will be the subject of all examples that follow. You can use the formulas and ideas shown and modify them to suit your own background.

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6 The C.V. Example Used

6.1 My Imaginary Candidate. Meet Ger Thompson

For the purpose of producing samples of a person's career history, skills or educational background I will have to first create an imaginary candidate.

This person will have a good job, in a popular or easy to understand sector of industry and they are sending their C.V. to a recruiter and not in response to an advertisement.

This person will have responsibilities that cross several functional areas so that examples given will appeal to as many readers a possible. The C.V. that I create will hopefully have content that most can relate to and therefore will contain workable ideas, layouts, formats and content that can be modified to reflect your own particular needs.

Clearly my subject has to be a Male or a Female there is no other option, so to avoid any arguments I am going to name my candidate Ger. That can be Ger as in Gerard or Ger as in Geraldine. So Ger is a he or a she, whichever you prefer. So from here on my candidate is;

Ger Thompson
Address: The House, The Road, The Town.
Telephone number is: 1234567
E-mail: gerthompson@provider.com

Ger is a senior area manager in a large Multinational FMCG distribution company. Ger has wide responsibilities and as you will see, in this C.V. there is something for everyone.

So now when you see information referring to Ger's C.V. you will know what it's all about.

6.2 Lastly and Most Importantly

Lots of examples will follow but all are in text boxes which are smaller than a typical A4 page on which you would normally write a C.V. In order to accommodate all the information needed the text is smaller than what would be the norm. You can adjust as needed when you are doing your own C.V.

On the next page is a graphic which will give you an idea of the layout that I will begin with. It will include most of the topics that you are likely to address. Further on I will outline variations of this and how they might apply.

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7 A C.V. Template

This graphic shows how the various topics can be displayed on the front page of your C.V.

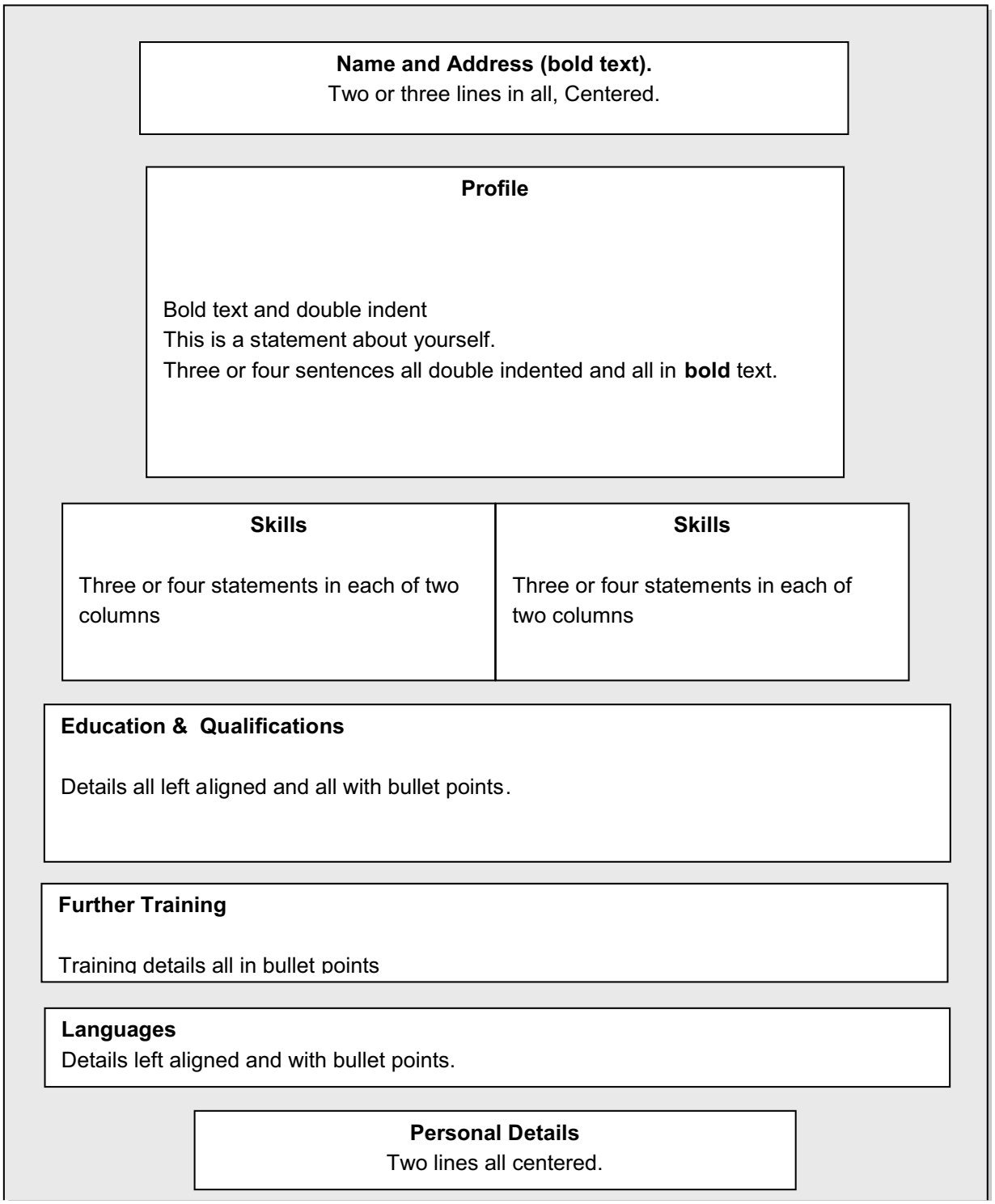


Fig 5.

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7.1 Let's start building a C.V.

For the purpose of the examples to follow we will assume Ger Thompson is a very well experienced and qualified person with lots and lots of work experience to document. Therefore I will suggest a layout that accommodates all that Ger needs to comment on.

As we progress we will deal with and fill out each section.

Information such as;

- Your Name and Address
- Education
- Further Training
- Languages
- Personal Information

These are all the easy bits. They are details of fact, like your name or address, achievements such as your qualifications. You just look these things up, check the dates and fill in the box.

Working to a layout like the previous example, Ger Thompson's details could read;



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7.2 Your Name and Address

Ger Thompson

The House, The Road, The Town, The County.

Telephone Number +123-4-5678910.

Mobile: 123-45-678910. E-mail. g.thompson@provider.com

Fig 6.

7.3 Education and Qualification

Everybody's career history is hugely different. That is why there cannot be any fixed rule for the order of content. The amount of qualifications that you should list is directly related to the levels you have attained.

For example, a school leaver will list his/her qualification along with the marks achieved. Later on that person will then qualify with a College or University Degree, so that gets added. Next level up could be a Masters. If this has been achieved and space is getting short on the page then the school qualification could be discarded. Add a further qualification like possibly an MBA or a PhD then the school details are most certainly not important. If you are currently studying for a Degree or other qualification, include it in your Education section but add: Qualification expected Month 20xx. This way is sounds almost like you actually had the Degree.

If on the other hand you have no degrees but lots of Certificate and Diploma qualifications that are not as relevant, then they could go on the second page and be replaced with more important career history details or highlights.

If that is the case, and there is not enough room for Personal Details as I have shown in the previous example then that information could be relocated to the bottom of the second page.

At this early stage I suggest you don't be too worried about location. That can all be fixed up later and very quickly. Any topic can be moved to another location and treated in a way to catch the eye.

Ger's educational details could read:

Education & Training	
20xx–20xx	The City Business School. Masters in Business Administration (MBA)
20xx	U.S.A. Institute of Management. University of the City. Executive Programme.
20xx	University of the City. Masters in Retail management
20xx–20xx	The City University. Bachelor of Business Studies (BBs) Hon's.
19xx–20xx	University of the Country. Diploma in Training & Continuing Education

Fig 7.

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7.4 Further Training

There is a never ending list of further training that people can avail of. It doesn't make sense to list everything especially training of little importance or from several years back. Confine your listing to relevant courses attended and those that will be of interest to an employer, e.g. Course in Presentation Skills, Leadership, Financial Planning, and Assertiveness, etc. Again, the date, the College and proper course title is important.

Further Training

20XX	School of Economics, The Town, Certificate course. Accounting for non-accountants
20XX–20XX	Succeed in Marketing. Marketing Institute of the City. Distance learning. A Diploma.
20XX–20XX	College of Commerce. Theory of Marketing Principals.

- Member of Executive MBA team representing the Industry in a Strategy Forum in 20xx.
- Speaker at the Special Retail awards 20xx on strategy and planning for small producers.
- Guest lecturer in the City Institute on Retail Management topics.

Fig 8.

7.5 Languages

Only state languages where your ability to read speak and understand is good or better. No comment like "Will improve with Practice".

Languages:

- French, Fluent. Italian, good understanding.

Fig 9.

A suggested location for the above topic is shown on Fig 5. It can be changed about to suit your needs or situation but will usually sit nicely on the front or first page with your career history following on the next.

7.6 Personal Details

There is no obligation to provide personal details. However it is my opinion that it is better to enter this information at an early stage of the job search process. While some people take the view that their age or marital status is nobody's business and it's even against the law in many places to even consider gender, age or status when making an appointment, employers do. In reality they will quietly and in their own mind have a preference of some sort. It's only human. So I believe it better to confront the issue early on, put it on your C.V., and have it dealt with early in the process. Showing you age might rule you out but I think that's better than going through the motions of dressing up, travelling, attending in some office, possibly in another city and only to get a 'thank you but no' e-mail two or three days later.

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If you're going to be rejected, get rejected quickly and at the beginning of the process. You will thank yourself later for all the time and effort you saved yourself.

If however, you do choose to include your personal information it might look like:

Personal Details.
Nationality: The Country. Status: Married/Single. Date of Birth: 01-01-19??

Fig 10.

By centering the text it puts a nice end to the page and balances up nicely with the name and address which is also centered at the top.



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8 A Personal Profile

8.1 A Profile, Skills and Career History

Ask yourself, 'what information is most important to an employer?' Without question they will first go to:

- your present or last job
- then, a glance at your skill sets.

This is where you can interrupt the reader's train of thought by including a good, well written PROFILE on your front page at the top.

By displaying your profile on your C.V. you can influence to some extent, what the viewer will read first and second to some extent. In other words, get your key information read first which increases the chances of your C.V. getting a more detailed examination, which in turn increases the chances of being called to interview.

8.2 What is a Profile?

A Profile is a statement about you. Well worded it can be a very powerful and will create an image of the individual (you) which must be supported with further information on your C.V.

It sets the pace for what has to follow. It also gives the reader a clear idea of the career direction you have followed to date, the level to which you have attained and the direction in which you wish to continue and all before reading your career history at all. This can be especially helpful if the reader is a recruiter.

Your profile should make a very strong statement about you. However it is something that you will have to stand over and account for at interview. You can be certain that whatever you have written in your profile you will be asked about in detail.

A good profile is very effective, a poor one is awful so ensure it is professional, state only facts with no aspirations. The points you make should relate directly to your past career and as they might relate to aspects of the job on offer or your career direction.

The profile is often written in the second person referring to "the writer" or "John or Mary" instead of "I", in the first person or YOU! This has the flavour of a reference from a third party, but it clearly is not. It does however form an image in the reader's mind. This is an image that you crate through your very well written narrative portraying a professional and competent person, experienced and having all the attributes required for the job.

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Write carefully and with caution. Do not be overstated or be too expansive or in your descriptions and spoil the image. Well written, the reader is less likely to ponder for very long on your suitability for the position sought and call you for interview.

8.3 If You're Not Sure

If you are not entirely comfortable with the idea of a profile then I suggest you do not include one. A good C.V. does not necessarily have to have one.

Now having said all that, and assuming you would like to include a profile on your C.V. I suggest you hold off on that idea for a little while yet and until you have completed the Career History and Skills part of your C.V. first. The reason being that the profile will be made up of elements from your career history and particularly from the skills and achievements you will have outlined. So we will do them first.

The hardest part of your C.V. is identifying those particular parts and that is the section that I will address next. When that is complete the profile will come together quite easily.

So until the Career History and Skill Sets are in place I will leave a blank space for the profile and deal with it later.

On the next page we can have a look and see how Ger's C.V. is coming along. Do please bear in mind that what you see so far are all just the easy parts. The real work starts from here on.



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8.4 Ger's C.V. so far

That's the end of the easy part. It's from here on the hard work begins.

Ger Thompson

The House, The Road, The Town, The County.

Telephone Number +123-4-5678910.

Mobile: 123-45-678910. E-mail. g.thompson@provider.com

Education & Training

20xx–20xx	The City Business School. Masters in Business Administration (MBA)
20xx	U.S. Institute of Management. University of the City. Executive Programme.
20xx	University of the City. Masters in Retail management
20xx–20xx	The City University. Bachelor of Business Studies (Hons)
19xx–20xx	University of the Country. Diploma in Training & Continuing Education

Further Training

20XX	School of Economics, The Town, Certificate course. Accounting for non-accountants
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20XX–20XX	College of Commerce. Theory of Marketing Principals.

- Member of Executive MBA team representing the Industry in a Strategy Forum in 20xx.
- Speaker at the Special Retail awards 20xx on strategy and planning for small producers.
- Guest lecturer in the City Institute on Retail Management topics.

Languages:

- French, Fluent. Italian, good understanding.

Personal Details.

Nationality: The Country. Status: Married or Single. Date of Birth: 01-01-19xx

Fig 11

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9 Your Career History

9.1 The Hardest Part

This is the hardest part and could be regarded as the core of your C.V. To bring together relevant information that an employer will want to read you must identify tasks done, their importance and the positive results achieved.

Each of these topics can take a lot of work to get right. You must try to ensure that every statement you make is qualified by a measurement of the success achieved otherwise it wont make much of an impression.

The information you give should just tell enough to tempt the reader to want to know more. In other words get you called for an interview. If your C.V. gives too much detail, the reader may gather enough information to eliminate you at an early stage and without ever meeting you. Therefore you need to keep a good balance between the tasks you have done, the successes in each case and the skills acquired but all short and concise. And at the same time your statements must sell you.

Think back to the hotel "brochure" I mentioned at the beginning. They could make a statement that would read:

- Two restaurants open until 22.00 hours daily with seating for 120 people.

Fig 12.

However if you really want to tempt customers in you could change the description to read:

- Our award winning Michelin Star Loft Restaurant, overlooking our stunning 18 hole golf course is open every evening with full Dinner and Á la Carte menus.

Fig 13.

Clearly the information in the second example states the fact – The hotel has a restaurant and then states the achievement – a Michelin star award. The same formula should apply to very statement you make about and job you have had or tasks completed. Qualify your career statements or achievements with a measure in terms of money earned or saved, a percentage of increase or decrease or a quantity that puts size on any task stated.

9.2 How do I find the Information for Career History

Trying to remember the highlights or key achievements throughout your career is difficult. It's even more difficult to remember achievements from 2/4/6 years ago – or more. It is however very important you do. A seriously good achievement from some years ago may well demonstrate your ability in a way that a potential employer would appreciate.

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Likewise trying to identify the Skills you have acquired is equally hard. Some say even harder. So don't rush it, give yourself plenty of time and complete this exercise.

9.3 I Did What?

With a page ruled in two columns, think back to your first job. Put aside some time, sit down on your own, relax and let your mind drift back to those early days. Let your mind run through the years and recall any incident where you did some job or task well. Perhaps no one ever made comment about it or then again, perhaps you were complimented. Think of any achievements you can recall and write them down.

It can prove somewhat difficult at first but after a minute or two your brain will click into gear and you will begin to think of issues, tasks, jobs done, achievements etc. It will all start to come back to you – in sequence. So think….

I…… I did…… I did what? ……

As it comes to mind write it down on the left side of the page, they are just reminders. Write down everything no matter how trivial. If something proves to be unimportant you can cross it out later but write down everything that comes to mind first.

Go down the left column of your page and start every line I….

Example…

ACHIEVEMENTS	SKILLS
I…???	
I…???	

Fig 14

This is why I call this page your list of I's. I, being the first person, which in this instance is you.

Now complete the page with as many "I's" as you can recall. A silly but good example would be… Suppose you made a big sale when the Manager was out of the office/showroom. So if you were responsible for that you might write:

Example…

ACHIEVEMENTS	SKILLS
I made the big sale when the manager was away.	
I…???	

Fig 15

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9.4 Your List of I's

All you are looking for is a short reminder of the task referred to so you can come back to it later. Now complete the whole page and a second one if you wish with all the tasks or achievements you experienced right up to the present day.

Give yourself time, you might feel somewhat foolish sitting there, trying to recall details of your past employment. Be assured that this is a very efficient way to recall the past highlights of your career as you are dealing with it in sequence.

You only want good quality content on your C.V.

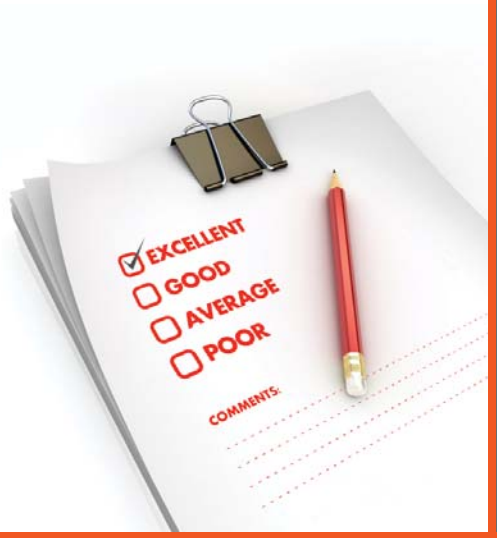
Think through your whole career noting any events of significance as they come to mind and complete the page. You will surprise yourself at what worthwhile issues you will recall and will be the basis for comment in your C.V. This is only a trawling exercise so again I stress, write down everything and later when reviewing the list you can select the best parts and delete the rest.

In this fashion you will slowly select and build a list of achievements, strong interesting achievements, one's that are worthwhile documenting. Go through them carefully and decide which ones you want to keep and develop further. After editing the page if you only ended up with 6 or 8 good ones, it will be a job well done and well worth the effort.

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You will now have recalled and documented a number of really good and worthwhile tasks, achievements, experiences and responsibilities you have had in the past all of which is winning material and the basis of interesting comment on your career history.

When you have completed the left hand side of the page, go back to the top of the page and read the first line again.

– I made the big sale when the manager was away.

Now ask yourself, 'what skills do I possess that made that achievement work for me so well'?

The answer could be that you are observant and noticed the customer browsing, you used initiative and you get on well with customers. Call it a good customer focus.

Therefore the first line on the right side of your list of I's, under SKILLS could read…

– observant – initiative – customer focus

So now your page might look like:

ACHIEVEMENTS	SKILLS
I…*made the big sale when the manager was away.*	*observant – initiative – customer focus.*
I	
I	
I…etc.	etc.…

Fig 16

As you go down your list of achievements you will be adding the relevant skills opposite. Again you will find you are building a list of skills. Some may repeat several times which is proof positive that they are true skills and worth comment.

With this exercise complete you should now have sufficient material to start building the career history and skills sections on your C.V.

We are not however finished with the career history section yet. More to do later.

What we have done so far is complete a list of statements. Statements however can be quite meaningless on their own unless they are qualified in some fashion, perhaps by size whether in terms of money or as a percentage added or reduced.

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For example if you write down:

"Re-organised the department's rosters". That's fine but it would be better if you said,

"Re-organised the department's rosters reducing overtime expense by €400,000 per annum".

Or

"Re-organised the department's rosters resulting in 30% decrease in overtime".

In each case the statement is qualified in money or percentage saved or a cost reduced. This is the kind of added detail that will impress the employer.

So again, trawl for more information for your career history and support the achievements that you have documented in your list of I's. Now there is just one more list to be completed.

9.5 Your P.A.R.'s

Now it's time for your **PAR's,** which stands for **Problems, Actions, Results**

In exactly the same fashion as you completed the List of I's, now complete a list of PAR's as shown in the next example.

THE PROBLEM	THE ACTION	THE RESULT
Big stock losses showing every month	Introduced software to log product movements	Reduced stock losses by 70%

Fig 17

When it is completed you will have added information to support the already identified career history topics. When you start compiling your C.V. you will be armed with a good selection of achievements, tasks completed and skills achieved all of which will be the basis of a strong, impactful and professional document that should – **get you that interview!**

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An interesting point to consider, especially if you are in a managerial position is that when preparing your C.V. almost all the listings you create will be directly from your area of endeavour. The example being if you're a sales manager, every detail will be of a selling nature, likewise if your in marketing, finance or IT, etc. That's perfectly natural as that's the area you know best. So if your in Sales your C.V. will exude sales material without trying

In the course of building the career section of your C.V. if you include some reference to other functions that you worked in or closely with, in other words a short reference to something HR, something Sales, something Finance, etc, it will show you to have much better all-round experience.

Experiment a little and you will see the effect.



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10 Your Skills

10.1 Why add Skills

I believe that a statement on your skills is a very important part of your C.V. and it's a heading that is often omitted.

If you think about the interview process, the interviewer will concentrate on two things. The first is clearly going to be questions about your career history, the jobs you had and what tasks and responsibilities you had within that job.

And usually, the only other main area of questioning will be about you as a person, what you are good at and what your best at, in other words what skills will you bring to the next job.

The detail behind these questions will be, to quite a large extent be prompted by what you have written in your C.V. You have documented all the best parts of your career experiences and probably will be asked about most of them. If you have key skills also documented you will be questioned on those also. By entering them you are prompting the interviewer to ask the questions that you want asked because you clearly documented them and of course you have the responses well prepared.

Someone once likened it to going into a restaurant and seeing on the menu, Roast Beef, Roast Lamb and Roast Pork. You won't ask for Roast Turkey. Why? Because it's not on the menu.

Your C.V. is a little like that menu. It's your offering and you will be asked about everything on it. And that should suit you as there you are on safe ground because all those details are your main strengths that you have carefully thought through and you can talk about them with confidence. So add the Skills.

10.2 Formatting Your Skills

Your Skills section could be formatted two ways, in two Columns or in single lines with bullet points. Which ever fits on the page the best, is the best for you. It's your C.V., so format it whatever way you like so long as it is easy to read and it makes sense – that is, in sequence.

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10.3 Examples of Skills

Key Skills sample A

- Well regarded by clients & colleagues alike.
- Experience of complex tenders contracts.
- Well demonstrated good customer relationship and management skills.
- A strategist with instinctive ability to identify and address business opportunities.
- Proven track record in innovation, transformation and change management.
- Strong financial and commercial skills.
- Excellent negotiator with expertise in strategic retail development.
- Experienced in procurement and logistics, Six Sigma and Lean.
- Politically astute with sound judgment.
- Committed to only delivering excellence displaying honesty, integrity and ethics.
- Deliver, very large scale, multi-million euro retail developments.

Fig 18

Or

Key Skills Sample B

- Well regarded by clients & colleagues alike.
- Experience of complex tenders contracts.
- Well demonstrated good customer relationship and management skills.
- A strategist with instinctive ability to identify and address business opportunities.
- Proven track record in innovation, transformation and change management.
- Strong financial and commercial skills

- Excellent negotiator with expertise in strategic retail development
- Experienced in procurement and logistics, Six Sigma and Lean.
- Politically astute with sound judgment.
- Committed to only delivering excellence displaying honesty, integrity and ethics.
- Deliver, very large scale, multi-million euro retail developments

Fig 19

The reason you might choose one format instead of the other will purely be based on Eye Appeal.

If you have had lines of text before the profile then two columns might break up the page nicely.
If however the skills are sitting on their own with space above and below, then Sample A might be better.

Now let's look at Ger's C.V. so far with the Skills entered in two columns.

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10.4 Ger Thompsons C.V. so far

Ger Thompson

The House, The Road, The Town, The County.

Telephone Number +123-4-5678910.

Mobile: 123-45-678910. E-mail. g.thompson@provider.com

KEY STRENGTHS AND SKILLS

- Well regarded by clients & colleagues alike.
- Experience of complex tenders contracts.
- Well demonstrated good customer relationship and management skills.
- A strategist with instinctive ability to identify and address business opportunities.
- Proven track record in innovation, transformation and change management.
- Strong financial and commercial skills
- Excellent negotiator with expertise in strategic retail development
- Wide experienced in procurement and logistics, Six Sigma and Lean.
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Education & Training

20xx–20xx	The City Business School. Masters in Business Administration (MBA)
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Languages:

- French, Fluent. Italian, good understanding.

Personal Details.

Nationality: The Country. Status: Married or Single. Date of Birth: 01-01-19xx

Fig 20

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11 Back to Your Profile

11.1 Formulating Your Profile

Now that you have your achievements and skills identified it is time to formulate your profile. Using extracts from your I's and PAR's make a statement about yourself that is accurate and appealing. Usually three short paragraphs will be sufficient.

The first paragraph could document a few of your key skills and achievements.

The second might refer to your qualifications and an overview of what you do.

The third will state a relevant skill set applicable to the business of the person you are sending your C.V. to and could conclude with:

- how you are suited to a particular job on offer.

or

- your general experience if it's a first introduction to a recruiter

On the basis of what we have done so far, let's look at a possible profile for Ger Thompson's C.V.

Profile

A highly experienced and professional manager accomplished in relationship management and business development within one of the country's leading food distribution and retail organisations.

Qualified to Degree level and with an MBA, strong analytical, financial and team management skills has seen him competently manage major change, dealing with industry fluctuations and developing new ways to maintain competitor advantage within the retail trades.

As a problem solver, with well proven abilities in generating and developing new business while being competent at both strategic and operational levels, Ger's experience to date would ensure significant value to any company requiring a senior professional in the FMCG or related sectors.

Fig 21

Having developed a good strong profile, add it to the front page, double indent and with bold attribute. With this format it will stand out very clearly on the front page of your C.V. and you can be absolutely certain, it will be read in full.

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11.2 Ger Thompson's front page complete

Ger Thompson

The House, The Road, The Town, The County.

Telephone Number +123-4-5678910.

Mobile: 123-45-678910. E-mail. g.thompson@provider.com

PROFILE

A highly experienced and professional manager accomplished in relationship management and business development within one of Irelands leading food distribution and retail organisations.

Qualified to Degree level and with an MBA, strong analytical, financial and team management skills has seen him competently manage major change, dealing with industry fluctuations and developing new ways to maintain competitor advantage within the retail trades.

As a problem solver, with well proven abilities in generating and developing new business while being competent at both strategic and operational levels, Ger's experience to date would ensure significant value to any company requiring a senior professional in the FMCG or related sectors.

KEY STRENGTHS AND SKILLS

- Well regarded by clients & colleagues alike.
- Experience of complex tenders contracts.
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Languages:

- French, Fluent. Italian, good understanding.

Personal Details.

Nationality: The Country. Status: Married or Single. Date of Birth: 01-01-19xx

Fig 22

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12 Your Career History

12.1 The Heart of Your C.V.

The first page is looking good so far, and now the next important part is your Career history. Remember the first entry will be one of the very first items viewed by an employer. Therefore it has to be good – very good. Remember that 20 seconds glance I talk about so much?

Documenting your career history means each present or past employment must start with:

1 The year/s you worked there – the dates, from – to.
2 The Name the company
3 Your current or last job title. **NO MORE**

In reverse chronological order enter the companies or businesses that you have worked with.

Therefore starting Ger Thompson's second page or Career History, the first entry might read:

CAREER HISTORY

Regional Manager **20xx–To Date**

The Countrywide Wholesale Distributor Company

Fig 23

If for example you joined that company and over a period of say, five years or so, you were promoted once or more, why not enter a narrative saying just that as a heading to the details that will follow.

In doing this not only do you let the reader that you were promoted which implies you must have been good at what you did, but it gives an opportunity to outline what the company does especially if the name is not very familiar one. In other words set the scene in the reader's mind of the kind of work you do or have done, the level you attained and where you did it.

If doing this the entry heading on your Career History could read;

CAREER HISTORY

Regional Manager **20xx–To Date**
The Countrywide Wholesale Distributor Company

Reporting to Sales Director with responsibility for relationship management between MRPI and retailers, protecting the company's brand, standards auditing, maximising profitability, measuring KPI's, design and delivery of training and participating in cross functional teams

Fig 24

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12.2 Qualify each Statement Made

This is where you need to refer back to you list of I's that you did earlier. Go through them and enter the first one first and remember, where possible to qualify the statement with size in terms of money earned or saved or a percentage increased or decreased.

An example of how this might look like:

CAREER HISTORY

Regional Manager **20xx–To Date**
The Huge Countrywide Wholesale Distributor Company

Reporting to Sales Director with responsibility for relationship management between MRPI and retailers, protecting the company's brand, standards auditing, maximising profitability, measuring KPI's, design and delivery of training and participating in cross functional teams

- Introduced out of stocks replenishment plan leading to increased availability at store level and reduced costs in warehouses, with costs benefit of €14–€16 Million p.a.

Fig 25



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You can now continue to formulate about seven or eight bullet points under the heading of your present or last employer. After this list the previous employer and again the one before that. As a general rule give about six or seven bullet points on your present/last employer, four or five to the one before and two for any previous employers. If on the other hand you have had lots of employers before that you need to make a judgment call on what's of interest to an employer.

If previous employers brings you back about 15 years or more it probably unlikely that jobs held that far back will be of much interest. In that event it is probably sufficient just list the date you started/ended, the company name and your job title which would be enough to record just what you did with your time back then.

Unless you have a very long and varied career you should be able to confine your career history to one page. Carefully crafted and with text kept short and to the point this can be easily achieved.

However a full page of bullet points one after another can be tedious looking for the reader so it's time to think back to the "Eye Appeal" business. Make it look interesting, even if it isn't.

12.3 Break up the Text

Typical present or last job career details might look like the example blow. At a glance it looks very just like that – very typical. The content is reasonably good, the appearance uninteresting.

Page 2 of Ger's C.V.

CAREER HISTORY

Regional Manager **20xx–To Date**

The Huge Countrywide Wholesale Distributor Company

Reporting to Sales Director with responsibility for relationship management between MRPI and retailers, protecting the company's brand, standards auditing, maximising profitability, measuring KPI's, design and delivery of training and participating in cross functional teams

- Introduced out of stocks replenishment plan leading to increased availability at store level and reduced costs in warehouses, with costs benefit of €14–€16 Million p.a.
- Introduced initiative to address weekend sales increasing turnover by €46m p.a. for the company brand across Europe.
- Developed a new approach to store staff training promoting retail excellence to all the company's stores in 20xx.
- Advised retailers in store layout and design that would ensure maximum footfall and impulse buying through colorful display, fresh food first, product location, order of display, special offers and fresh food aroma.
- Work through Lean Six Sigma to solve problems in value streams, eliminate waste and reduce variations.
- Developed and introduced simple sales ranking tool now standard across the group.
- Improved footfall and turnover by improving existing services and introducing new initiatives, including wine license, in store ATM, extended trading hours, hampers, deliveries external catering and take away Deli.
- Lead on shrinkage and net margin project, now standard and delivering increased net margin of +2.2% to retailers.
- Sales lead on department strategy project – additional sales +17% with increased margin +3%.
- Led a project to develop and coordinate training to 1,100 managers preparing for change in ambient order and delivery.

Fig 26

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Looking at the example you cannot argue that it wouldn't inspire you to read it through especially if it were number 125 on that pile of applications that I referred to.

12.4 Add One-Worder's

Take any line where there are multiple topics and add one word descriptive. Not only are you adding more and more information but you are making the whole thing much more attractive on first glance. And that's half the battle.

Now see that very same information formatted in a slightly different way.

CAREER HISTORY

Regional Manager **20xx–To Date**

The Huge Countrywide Wholesale Distributor Company

Reporting to Sales Director with responsibility for relationship management between MRPI and retailers, protecting the company's brand, standards auditing, maximising profitability, measuring KPI's, design and delivery of training and participating in cross functional teams

- Introduced out of stocks replenishment plan leading to increased availability at store level and reduced costs in warehouses, with costs benefit of €14 – €16 Million p.a.
- Introduced an initiative to address a weakness in weekend sales resulting in an increase in turnover of €46m p.a. for the company brand – due to be adopted across the group in Europe in 20xx.
- Developed and designed new approach to store staff training promoting retail excellence to all the company's stores.
- Advised retailers to design stores to ensure maximum footfall and impulse buying through;

- Colorful display	- Fresh food first	- Product location
- Order of display	- Special offers	- Food aroma

- Work through Lean Six Sigma to solve problems in value streams, eliminate waste and reduce variations.
- Developed and introduced simple sales ranking tool now standard across the group.
- Improved footfall and turnover by improving existing services and introducing new initiatives, including; *Wine license – In store ATM – Extended trading hours – Hampers – Deliveries – External catering – Take away Deli*.
- Led a project to develop and coordinate training to 1,100 managers preparing for change in ambient order and delivery.

Fig 27

See how it breaks up the lines of similar looking text. It's also a good way of adding a list of topics and only using the minimum of space.

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Make sure you format the description of your responsibilities into a header describing the company and your role within. This helps the reader to understand more clearly your responsibilities as they read on. The bold heading will draw the reader's eye to the top of the page where they will read the job header/ description first. You are once again getting the reader to see what you want them to see.

Treat previous jobs in the same fashion giving less space as you go back further in time. Try to keep it to two pages, it can be done by writing, reading, clipping out a word or two, read again, clip again and you will be surprised how much you can remove without any loss of impact.



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13 Which Career Details First?

13.1 What if a previous job is more relevant than the current?

You may be faced with the situation where the job before your current position is more relevant for a position on offer.

Therefore create a heading on you C.V. entitled: Achievements. There you can list what you like and in any order you like without having to list the most recent first. In this manner you can introduce information that came from a period before your current job, get it read first and all without breaking the chronological order of career history section. In other words 'jump the queue'. This heading can be placed anywhere you choose but if it's close to the profile, the statements made should support the assertions made in your profile section. An example of this might look like;

Ger Thompson

The House, The Road, The Town, The County.

Telephone Number +123-4-5678910.

Mobile: 123-45-678910. E-mail. g.thompson@provider.com

PROFILE

A highly experienced and professional manager accomplished in relationship management and business development within one of Irelands leading food distribution and retail organisations.

Qualified to Degree level and with an MBA, strong analytical, financial and team management skills has seen him competently manage major change, dealing with industry fluctuations and developing new ways to maintain competitor advantage within the retail trades.

As a problem solver, with well proven abilities in generating and developing new business while being competent at both strategic and operational levels, Ger's experience to date would ensure significant value to any company requiring a senior professional in the FMCG or related sectors.

Achievements

- Led a restructure in August 20xx in response to the downturn in retail business.
- Built and reinvented a new business model/structure through Finance, Sales, HR and Operations.
- Oversaw the company successfully push for increased market share against a shrinking economy.
- Maintained and improved cash flow and cost control as key enablers for reinvestment
- Successfully achieved a 19% market share in 20xx increasing to 28% by the end of 20xx.

SKILLS

- Well regarded by clients & colleagues alike.
- Experience of complex tenders contracts.
- Well demonstrated good customer relationship and management skills.
- A strategist with instinctive ability to identify and address business opportunities.
- Strong financial and commercial skills
- Excellent negotiator with expertise in strategic retail development
- Wide experienced in procurement and logistics, Six Sigma and Lean.
- Politically astute with sound judgment.
- Committed to only delivering excellence displaying honesty, integrity and ethics.

Fig 28

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14 The Social Media

14.1 You will be referenced

More and more the Social Media plays a bigger and bigger part in the area of selection. A recent and detailed survey done shows that a surprising two thirds of HR professional double checked job applicants against their LinkedIn, Facebook and other similar sites on the Internet. There is nothing sinister about this but it does demonstrate that professionalism at every level must be maintained.

After spending a lot of time carefully bringing together a really good C.V. many will open their Social pages and scribble a badly worded, miss-spelled and clumsy account of themselves. Be aware, it will be viewed and all your careful C.V. preparation will be for nothing. The Social site entries will be viewed as the 'real you'.

Use the content of your C.V. that you spent so much time on perfecting and getting it right. Select the best parts and paste then into your favourite social site. Use the results of your hard work to work for you. Don't reprint your whole C.V., but use the relevant parts. It should be a very much shortened down version of the C.V. but a little more personalised.

14.2 Your QR Code

A QR code is fast becoming an important part of the C.V. content. It's so easy to do and it is strongly recommended as it makes it easy for the recruiter to cross-reference you which they will want to do. There are lots of websites that will generate a QR code which you can copy and paste to the bottom right corner of your C.V. The reader can then scan it with their phone and your LinkedIn or personal website will open. An example of this is below which is the QR code for my business, www.jobdoctor.ie

I suggest you complete your C.V. with the code included, cross your fingers for good luck and mail it off to that job specification you have been looking at for days.



Fig 29

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15 The Final C.V. Version

15.1 Your Two Page C.V.

On the following pages please see the completed C.V. All **two** pages of it. If you find that your career details bring your C.V. to three pages then space the whole C.V. evenly and at all costs don't spread your career details for any one employer across two pages.



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15.2 The Final Version

Page one of two page C.V.

Ger Thompson

The House, The Road, The Town, The County.

Telephone Number +123-4-5678910.

Mobile: 123-45-678910. E-mail. g.thompson@provider.com

PROFILE

A highly experienced and professional manager accomplished in relationship management and business development within one of Irelands leading food distribution and retail organisations.

Qualified to Degree level and with an MBA, strong analytical, financial and team management skills has seen him competently manage major change, dealing with industry fluctuations and developing new ways to maintain competitor advantage within the retail trades.

As a problem solver, with well proven abilities in generating and developing new business while being competent at both strategic and operational levels, Ger's experience to date would ensure significant value to any company requiring a senior professional in the FMCG or related sectors.

KEY STRENGTHS AND SKILLS

- Well regarded by clients & colleagues alike.
- Experience of complex tenders contracts.
- Well demonstrated good customer relationship and management skills.
- A strategist with instinctive ability to identify and address business opportunities.
- Proven track record in innovation, transformation and change management.
- Strong financial and commercial skills
- Excellent negotiator with expertise in strategic retail development
- Wide experienced in procurement and logistics, Six Sigma and Lean.
- Politically astute with sound judgment.
- Committed to only delivering excellence displaying honesty, integrity and ethics.
- Deliver, very large scale, multi-million euro retail developments

Education & Training

20xx–20xx	The City Business School. Masters in Business Administration (MBA)
20xx	U.S. Institute of Management. University of the City. Executive Programme.
20xx	University of the City. Masters in Retail management
20xx–20xx	The City University. Bachelor of Business Studies (Hons)
19xx–20xx	University of the Country. Diploma in Training & Continuing Education

Further Training

20XX	School of Economics, The Town, Certificate course. Accounting for non-accountants
20XX–20XX	Succeed in Marketing. Marketing Institute of the City. Distance learning. A Diploma.
20XX–20XX	College of Commerce. Theory of Marketing Principals.

- Member of Executive MBA team representing the Industry in a Strategy Forum in 20xx.
- Speaker at the Special Retail awards 20xx on strategy and planning for small producers.
- Guest lecturer in the City Institute on Retail Management topics.

Languages:

- French, Fluent. Italian, good understanding.

Personal Details.

Nationality: The Country. Status: Married or Single. Date of Birth: 01-01-19xx

Fig 30

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The Final Version. **Page two of two page C.V.**

Regional Manager **20xx–To Date**
The Huge Countrywide Wholesale Distributor Company

Reporting to Sales Director with responsibility for relationship management between MRPI and retailers, protecting the company's brand, standards auditing, maximising profitability, measuring KPI's, design and delivery of training and participating in cross functional teams

- Introduced out of stocks replenishment plan leading to increased availability at store level and reduced costs in warehouses, with costs benefit of €14–€16 Million p.a.
- Introduced initiative to address weekend sales increasing turnover by €46m p.a. for the company brand across Europe.
- Developed a new approach to store staff training promoting retail excellence to all the company's stores in 20xx.
- Advised retailers in store layout and design that would ensure maximum footfall and impulse buying through;

- Colorful display	- Fresh food first	- Product location
- Order of display	- Special offers	- Fresh food aroma

- Work through Lean Six Sigma to solve problems in value streams, eliminate waste and reduce variations.
- Developed and introduced simple sales ranking tool now standard across the group.
- Lead on shrinkage and net margin project, now standard and delivering increased net margin of +2.2% to retailers.
- Sales lead on department strategy project – additional sales +17% with increased margin +3%.
- Improved footfall and turnover by improving existing services and introducing new initiatives, including:

  Wine license – In store ATM – Extended trading hours – Hampers – Deliveries – External catering – Take away Deli
- Led a project to develop and coordinate training to 1,100 managers preparing for change in ambient order and delivery.

Food Department Manager **19xx–20xx**
The Big Retail Group
Reported to the General/Regional Manager with responsibility for the delivery of new sales, cost control, budgets and ensuring compliance on pricing and Health and Safety.

- Identified problem and delivered solution with new order system creating additional sales in addition to;
  - Working closely with Wholesalers organising sell through's for the Cash & Carry trade.
  - Opening new accounts with many independent traders throughout the country.
  - Successfully building excellent relationships with managers and buyers in key accounts.
  - Ensuring branded products had good shelf space and location.
- Developed and introduced a simple system of proactive variation (stock loss) management
- Recommended the introduction of a saving initiative after a period of poor sales and identifying cause of problem.
- Introduced new display system into fresh food area – rolled out to all stores and now industry standard.

The Smaller Store Regional Manager **20xx–To Date**
Trainee Manager

- Focused available resources and new initiatives to increase customer footfall, spend and margin.
- Coordinated and streamlined processes to gain full benefit from suppliers.



Fig 31

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15.3 Use Only as Examples

The C.V. sample that you have viewed is just one example of a format that suits most. While it may not be a C.V. that reflects your particular job type, the important thing is to see the various ideas that can be adopted. It is only designed to show you those ideas and how a C.V. can be changed from a traditional type, dull uninteresting two, three or four pages into an attractive, easy to read, informative and impactful document.

On the following pages you can view that very same C.V. but in two different layouts just to illustrate a few alternative formats that you could adopt. Most of the changes are on the front page.

And one last time I repeat that despite what you read and are repeatedly told, there is no such thing as a correct format for a C.V. Whatever looks good, is easy to read and clearly informative, works.

Have a look.



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15.4 Second Layout. Ger's C.V.

Page one of two page C.V.

Curriculum Vitae

GER THOMPSON

Contact Details

1 The Road, The Town, The County
Tel: +123 (0)34 5678910
Email: g.thompson@provider.com
www.mywebsite.com

Education & Training

20xx - 20xx The City Business School. Masters in Business Administration (MBA)

20xx U.S. Institute of Management. University of the City. Executive Programme.

20xx University f the City. Masters in Retail management

20xx – 20xx The City University. Bachelor of Business Studies (Hons)

19xx – 20xx University of the Country. Diploma in Training & Continuing Education.

Further Training

20XX School of Economics, The Town, Certificate course. Accounting for non-Accountants

20XX – 20XX Succeed in Marketing. Marketing Institute of the City. Distance learning. A Diploma.

20XX – 20XX College of Commerce. Theory of Marketing Principals

- Member of Executive MBA team representing the Industry in a Strategy Forum in 20xx.
- Speaker at the Special Retail awards 20xx on strategy and planning for small producers.
- Guest lecturer in the City Institute on Retail Management topics.

Languages:

- French, Fluent. Italian, good understanding.

PROFILE

A highly experienced and professional manager accomplished in relationship management and business development within one of Irelands leading food distribution and retail organisations.

Qualified to Degree level and with an MBA, strong analytical, financial and team management skills has seen him competently manage major change, dealing with industry fluctuations and developing new ways to maintain competitor advantage within the retail trades.

Recognised as a problem solver, with well proven abilities in generating and developing new business while always maintaining excellent relationships with key decision makers and influencers alike.

Competent at both strategic and operational levels, experience to date would ensure significant value to any company requiring a senior professional in the FMCG or related sectors.

Key Strengths and Skills

- Well regarded by clients & colleagues alike.
- Experience of complex tenders contracts.
- Well demonstrated good customer relationship and management skills.
- A strategist with instinctive ability to identify and address business opportunities.
- Proven track record in innovation, transformation and change management.
- Strong financial and commercial skills.
- Excellent negotiator with expertise in strategic retail development.
- Experienced in procurement and logistics, Six Sigma and Lean.
- Politically astute with sound judgment.
- Committed to only delivering excellence displaying honesty, integrity and ethics.
- Deliver, very large scale, multi-million euro retail developments

Fig 32

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Second Layout. Ger's C.V. **Page two of two page C.V.**

Regional Manager **20xx–To Date**
The Huge Countrywide Wholesale Distributor Company

Reporting to Sales Director with responsibility for relationship management between MRPI and retailers, protecting the company's brand, standards auditing, maximising profitability, measuring KPI's, design and delivery of training and participating in cross functional teams

- Introduced out of stocks replenishment plan leading to increased availability at store level and reduced costs in warehouses, with costs benefit of €14 – €16 Million p.a.
- Introduced initiative to address weekend sales increasing turnover by €46m p.a. for the company brand across Europe.
- Developed a new approach to store staff training promoting retail excellence to all the company's stores in 20xx.
- Advised retailers in store layout and design that would ensure maximum footfall and impulse buying through;

- Colorful display	- Fresh food first	- Product location
- Order of display	- Special offers	- Fresh food aroma

- Work through Lean Six Sigma to solve problems in value streams, eliminate waste and reduce variations.
- Developed and introduced simple sales ranking tool now standard across the group.
- Improved footfall and turnover by improving existing services and introducing new initiatives, including; *Wine license – Store ATM – Extended trading hours – Hampers – Deliveries – External catering – Take away Deli.*
- Lead on shrinkage and net margin project, now standard and delivering increased net margin of +2.2% to retailers.
- Sales lead on department strategy project – additional sales +17% with increased margin +3%.
- Led a project to develop and coordinate training to 1,100 managers preparing for change in ambient order and delivery.

Food Department Manager **19xx–20xx**
The Big Retail Group
Reported to the General/Regional Manager with responsibility for the delivery of new sales, cost control, budgets and ensuring compliance on pricing and Health and Safety.

- Identified problem and delivered solution with new order system creating additional sales in addition to;
  - Working closely with Wholesalers organising sell through's for the Cash & Carry trade.
  - Opening new accounts with many independent traders throughout the country.
  - Successfully building excellent relationships with managers and buyers in key accounts.
  - Ensuring branded products had good shelf space and location.
- Developed and introduced a simple system of proactive variation (stock loss) management
- Recommended the introduction of a saving initiative after a period of poor sales and identifying cause of problem.
- Introduced new display system into fresh food area – rolled out to all stores and now industry standard.

The Smaller Store Regional Manager **20xx – To Date**
Trainee Manager

- Focused available resources and new initiatives to increase customer footfall, spend and margin.
- Coordinated and streamlined processes to gain full benefit from suppliers.



Fig 33

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15.5 Third Layout. Ger's C.V.

Page one of three page C.V.

Curriculum Vitae

Ger Thompson
The House, The Road, The Town, The County.
Telephone Number+123-4-5678910.
Mobile: 123-45-678910. E-mail. g.thompson@provider.com

PROFILE

A highly experienced and professional manager accomplished in relationship management and business development within one of Irelands leading food distribution and retail organisations.

Qualified to Degree level and with an MBA, strong analytical, financial and team management skills has seen him competently manage major change, dealing with industry fluctuations and developing new ways to maintain competitor advantage within the retail trades.

Recognised as a problem solver, with well proven abilities in generating and developing new business while always maintaining excellent relationships with key decision makers and influencers alike.

Competent at both strategic and operational levels, experience to date would ensure significant value to any company requiring a senior professional in the FMCG or related sectors.

Fig 34

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Third Layout. Ger's C.V. **Page two of three page C.V.**

Ger Thompson Curriculum Vitae

Education & Training

20xx–20xx	The City Business School. Masters in Business Administration (MBA)
20xx	U.S. Institute of Management. University of the City. Executive Programme.
20xx	University f the City. Masters in Retail management
20xx–20xx	The City University. Bachelor of Business Studies (Hons)
19xx–20xx	University of the Country. Diploma in Training & Continuing Education.

Further Training

20XX	School of Economics, The Town, Certificate course. Accounting for non-Accountants
20XX–20XX	Succeed in Marketing. Marketing Institute of the City. Distance learning. A Diploma.
20XX–20XX	College of Commerce. Theory of Marketing Principals.

- Member of Executive MBA team representing the Industry in a Strategy Forum in 20xx.
- Speaker at the Special Retail awards 20xx on strategy and planning for small producers.
- Guest lecturer in the City Institute on Retail Management topics.

Regional Manager **20xx–To Date**

The Huge Countrywide Wholesale Distributor Company

Reporting to Sales Director with responsibility for relationship management between MRPI and retailers, protecting the company's brand, standards auditing, maximising profitability, measuring KPI's, design and delivery of training and participating in cross functional teams

- Introduced out of stocks replenishment plan leading to increased availability at store level and reduced costs in warehouses, with costs benefit of €14–€16 Million p.a.
- Introduced initiative to address weekend sales increasing turnover by €46m p.a. for the company brand across Europe.
- Developed a new approach to store staff training promoting retail excellence to all the company's stores in 20xx.
- Advised retailers in store layout and design that would ensure maximum footfall and impulse buying through;

- Colorful display	- Fresh food first	- Product location
- Order of display	- Special offers	- Fresh food aroma

- Work through Lean Six Sigma to solve problems in value streams, eliminate waste and reduce variations.
- Developed and introduced simple sales ranking tool now standard across the group.
- Improved footfall and turnover by improving existing services and introducing new initiatives, including; Wine license – In store ATM – Extended trading hours – Hampers – Deliveries – External catering – Take away Deli.
- Lead on shrinkage and net margin project, now standard and delivering increased net margin of +2.2% to retailers.
- Sales lead on department strategy project – additional sales +17% with increased margin +3%.
- Led a project to develop and coordinate training to 1,100 managers preparing for change in ambient order and delivery.

Fig 35

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Third Layout. Ger's C.V. **Page three of three page C.V.**

Ger Thompson *Curriculum Vitae*

Food Department Manager **19xx–20xx**
The Big Retail Group

Food Department Manager **19xx–20xx**
The Big Retail Group
Reported to the General/Regional Manager with responsibility for the delivery of new sales, cost control, budgets and ensuring compliance on pricing and Health and Safety.

- Identified problem and delivered solution with new order system creating additional sales in addition to;
  - Working closely with Wholesalers organising sell through's for the Cash & Carry trade.
  - Opening new accounts with many independent traders throughout the country.
  - Successfully building excellent relationships with managers and buyers in key accounts.
  - Ensuring branded products had good shelf space and location.
- Developed and introduced a simple system of proactive variation (stock loss) management
- Recommended the introduction of a saving initiative after a period of poor sales and identifying cause of problem.
- Introduced new display system into fresh food area – rolled out to all stores and now industry standard.

The Smaller Store Regional Manager **20xx–To Date**
Trainee Manager

- Focused available resources and new initiatives to increase customer footfall, spend and margin.
- Coordinated and streamlined processes to gain full benefit from suppliers.

Key Strengths and Skills

- Well regarded by clients & colleagues alike.
- Experience of complex tenders contracts.
- Well demonstrated good customer relationship and management skills.
- A strategist with instinctive ability to identify and address business opportunities.
- Proven track record in innovation, transformation and change management.
- Strong financial and commercial skills
- Excellent negotiator with expertise in strategic retail development
- Experienced in procurement and logistics, Six Sigma and Lean.
- Politically astute with sound judgment.
- Committed to only delivering excellence displaying honesty, integrity and ethics.
- Deliver, very large scale, multi-million euro retail developments

Languages:

- French, Fluent. Italian, good understanding.



Personal Details

Nationality: The Country. Status: Married or Single. Date of Birth: 01-01-19x

Fig 36

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16 Caution

16.1 A word of caution

Please, please use the examples for what they are, just examples and written by someone else so do not copy no matter how tempted you may be.

The content of you C.V. should be written by you and in your style. If you copy and paste, it will quickly become evident to a good interviewer. Use the formula, use the examples as ideas and translate them into your "speak" and you wont go far wrong.



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17 Conclusion

I said at the beginning that I wouldn't say it again, but just one more time, **Remember your C.V. is no more or less than your "BROCHURE"**. And like any brochure it must sell you at a glance.

The information you provide is just to demonstrate that you have the skills and experience required. It is not possible nor is it wanted that you provide full details on every day of your career to date. You can provide all the details at interview – if you are asked.

If a job advertisement is specifically looking for someone with, for example, product marketing in Europe and the reader has to search to find that information then your C.V. has failed in layout and content. The most important details should come first but keep the information brief and to the point. Don't be afraid to be different. The slightly different or unusual C.V. will get that second glance. However if you are going to be creative, the content better be very good otherwise it will let you down badly.

Take your time writing your C.V., when a page is done leave it overnight and when you pick it up again you will see lots of errors. A couple of hours staring at a page can make you 'snow blind' and errors will pass you by.

The very best of luck in your job search activity.

Professional Career Consulting.
www.jobdoctor.ie



Fig 37