



**Says**  
What have we heard them say?  
What can we imagine them saying?



**Thinks**  
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

First and foremost a resume is a brief account of a person's education, qualification and previous experience.

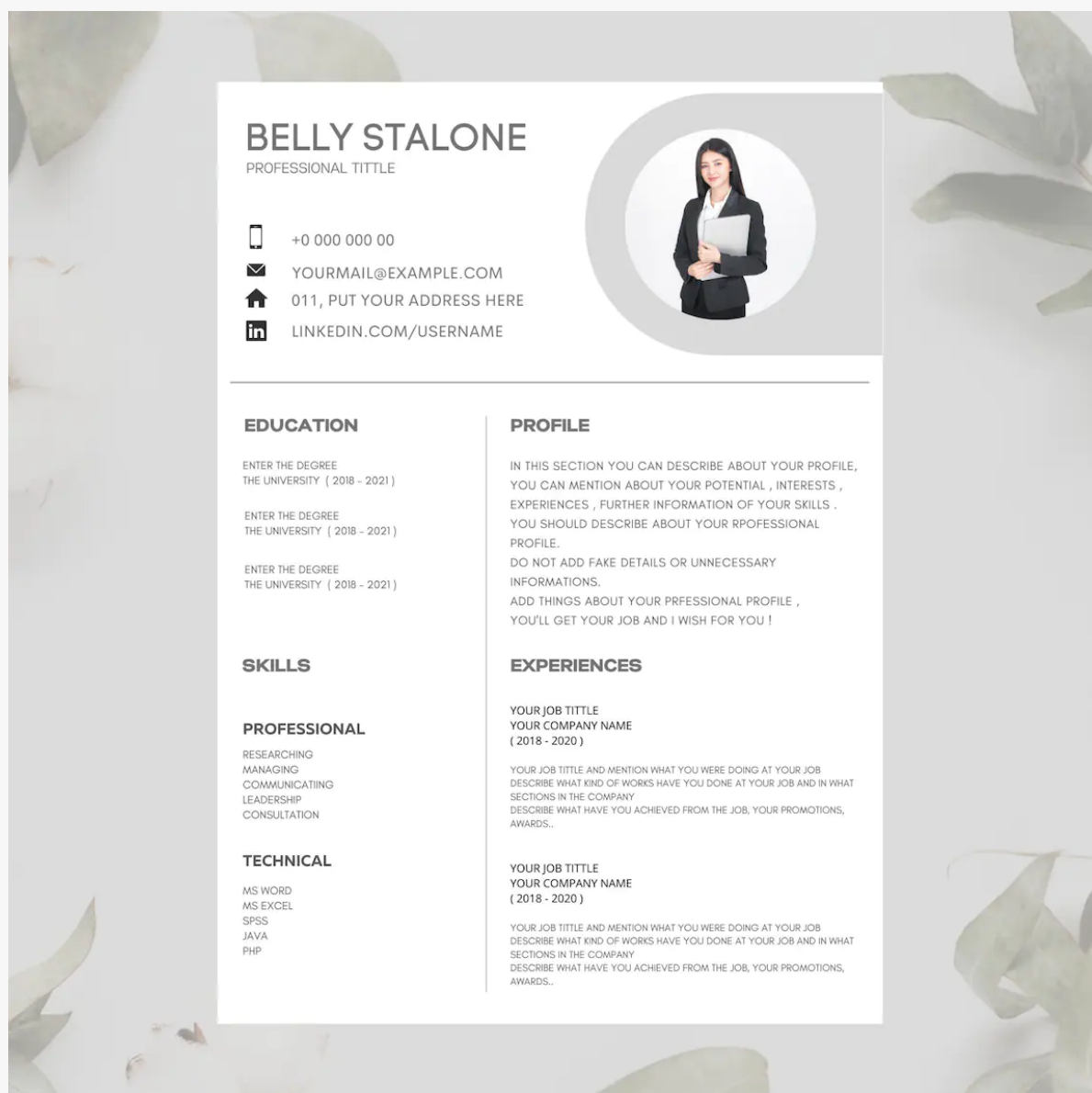
Pick a simple design and clear layout.

Resume tell the employer about your experiences skills and work history.

Use resume to highlights items that indicate we are a good worker are qualified for the position and bring desirable skills to job.

It should include an example of a professional accomplishment that highlights those strengths.

Here are some key strategies to focus on to shine above the competition.



Customize our resume to match a specific job description.

Choose the right resume format.

Keep a consistent, easily-readable format.

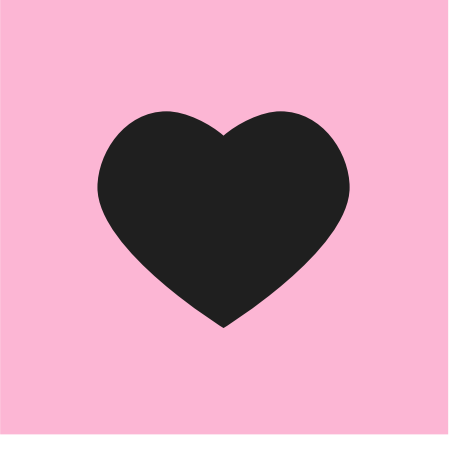
Focus on positive results and accomplishment.

Start with a heading statement.

Put relevant skills that fit the job ad.



**Does**  
What behavior have we observed?  
What can we imagine them doing?



**Feels**  
What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?