SHAW ACADEMY
NOTES

Career Advancement Programme

SHAW ACADEMY

Lesson 2: CV/Resume Preparation

Summary sheet

Getting your CV noticed is difficult. The reasons is because almost everyone focuses on the wrong elements of the content.

A CV is the same thing as a Resume. Different parts of the world refer to it by various names. Ultimately your CV or Resume is to describe your professional skills and experience to date.

Your CV has to be considered to be a brochure rather than just a document detailing your career. It is a brochure for a product and in this case the product is you.

What is your CV for?

Much like a brochure for a product it exists to inform the customer about the product. You hand it over to remind them that the product exists. Your CV will probably not get you the job by itself but it can get you to the next stage of the process. However, if it is not done correctly it can get you removed from the process before it has even begun.

Is it still relevant?

By itself – no. You need to take care to match your professional online profiles to the contents of your CV.

Who is your CV for?

It is really for everyone who is involved in the process for hiring you. Ultimately at the very beginning you need to make sure you get past the person who may be looking at 10's if not 100's of CV's. That is why it is vital that the information is clear and concise.

Where to start

The number 1 mistake that people make when putting their CV together is to focus on describing their job rather than describing their results. Any good sales person is going to focus on the results their product or service will get not just the process that needs to be used. This is a key differentiator for you and your CV or Resume.

You should begin with a master version of your CV. This will include all of the unique selling points from your career. Each of these bullet points focuses on the result of what was achieved.

Layout

There is no real 'best' layout for a CV. The reason that it is not an exact science is because you do not know who is going to be looking at your CV. You have no idea of their qualifications or even their mood when they open your email.

However, it is important to follow some basic layout rules when putting your CV together. Follow the CV template in the resources tab of the student area to see what should be included and why.

Selected Achievements

Someone reviewing your CV will give, on average, between 6 and 8 seconds to it. In this time they are deciding whether it warrants further investigation. In order to get and keep someone's attention in that short amount of time you have to tell them something that will let them know that you are a potential candidate that they should find out more about.

Greatest Hits

There is no law stating what way a CV has to be laid out. So it is best to put what we call your 'Greatest Hits' at the top of the page, above the fold. This is the point at which someone can see the content before they have to start scrolling.

Technical

It is important to consider:

The name of the file – it has to be appropriate and it has to be something that can be tracked through the potential employers system

The file type – ensure to submit a file that can be opened on the majority of devices. It is a barrier to you progressing in the process if the person assessing CV's cannot open the file. They will only try for so long before they move to the next one.

Spelling mistakes – unforgiveable. Almost all text editors have spell check available as standard. Grammar mistakes can be harder to find but still they should not happen. This is your only chance to make a first impression and you have to take it.

A CV should be as long as it needs to be. Optimum length is 2 pages but if it needs to go beyond this then so be it. The main point to keep in mind is that everything on your CV has to be something that makes you irresistible to at least interview.

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THANK YOU

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