Diploma in Career Advancement



- Part I





Lesson 2
CV / Resume Preparation

Presented by: Kevin Redmond

Welcome



Delighted to see an increase in students attending live

You are taking CONTROL!

The Truth is...



Getting your CV noticed is difficult....



How do you get your CV considered above all others?

Lesson 1 Recap



About us

Course Agenda

Member Area & Community

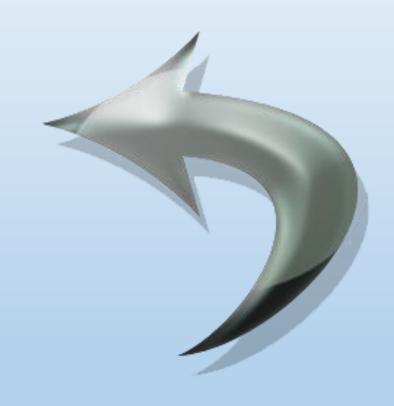
Course Engagement

Identify Your Career

Your Communication Style

Your Unique Selling Points

Challenge



Today's Lesson



- > You will learn what HAS to be in your CV
- > You will gain the knowledge of what you can leave out
- > We explore the number 1 technique to get you noticed
- You will increase your technical knowledge of submitting a CV

- > Summary
- > Course Interaction
- ➤ Next Steps
- > Q & A



Let's Begin





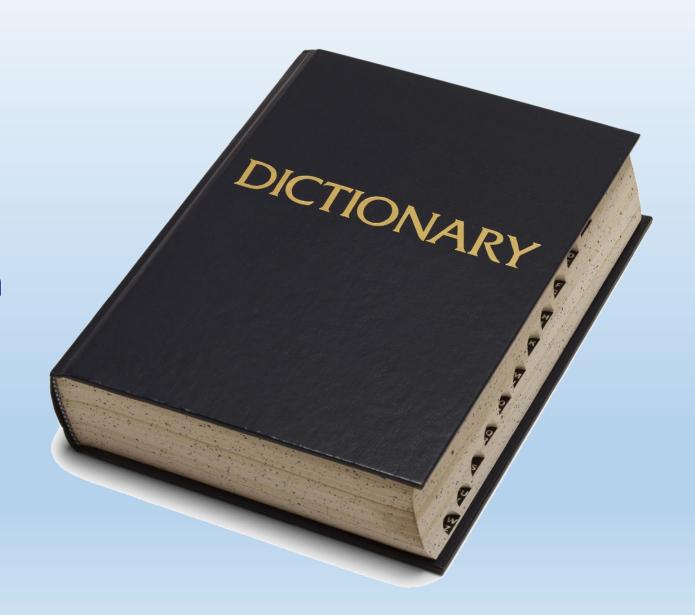


Your Brochure



Defn:

"A CV is typically the first item that a potential employer encounters regarding the job seeker and is typically used to screen applicants, often followed by an interview."



CV Question



How do you get your CV to stand out from the crowd?

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What is your CV for?





Is it still relevant?



In it's '1980's paper form' – No!

Moved online:

LinkedIn



- Videos
- Infographics
- Twitter
- Slideshow



Who is your CV for?





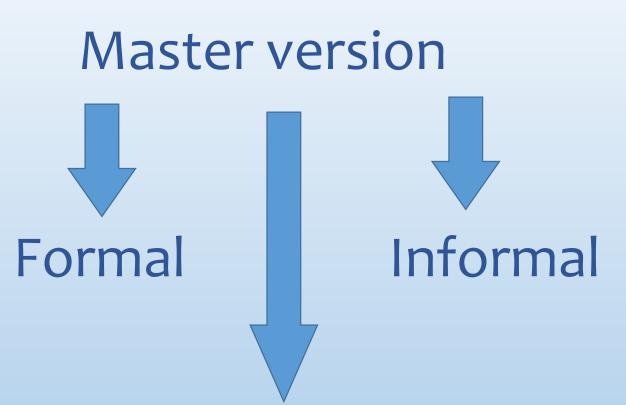
What Style of Company are you applying

to?

Where to start







Creative/Personality



Contact information

Profile

Professional experience

Title held, Name of company

Key achievement

Education & Training

Professional Memberships

IT Skills & Languages

Interests

References





Contact information

Font 12pt
Your Name Qualifications MBA BA etc

Mobile: +353 87 1234567

Email: name@name.com



Profile

- An adaptable and responsible graduate seeking....
- Currently working in....
- Completed qualifications in....
- Guest blogger on....
- Delivered a talk to young people....





Your Name Qualifications MBA BA etc

Mobile: +353 87 12345678

Email: name@name.com

Profile

It is important to get this part of your CV right. Often it is the first thing an employer will read and it should set the tone for the rest of your CV. This is your chance to highlight the value you can bring to the role and showcase your core competencies and skills. Be sure to mention the skills you have that the employer has specified in the job description. Your profile should be 8 to 10 lines long.



Contact information

Profile

Professional experience

Title held, Name of company

Key achievement

Education & Training

Professional Memberships

IT Skills & Languages

Interests

References



CV formats



Chronological – same industry, lots of progression

Functional – changing industry, no direct experience, career break



The first page?

Greatest Hits





Combination

Functional – begin with selected achievements

Chronological – Fill in the blanks

Combination – key achievements first





- Professional experience
 - Title held, Name of company
 - Key achievement





CLEAR

• Expanded sales by 25% by increasing reach-out to dormant clients.

 Reduced the annual security operating budget 22% by negotiating and implementing new and improved security partners.

 Saved €75,000 in costs annually by consolidating accounting best practice, analysis and forecasting activities.

 Prepared and presented training on computer system for entire company, saving the company €51,000 annually.

What is an employer looking for?





- Check the job description
- Key words
- Parts that are emphasised
- Skills required
- Experience required
- Overall tone





Opportunity

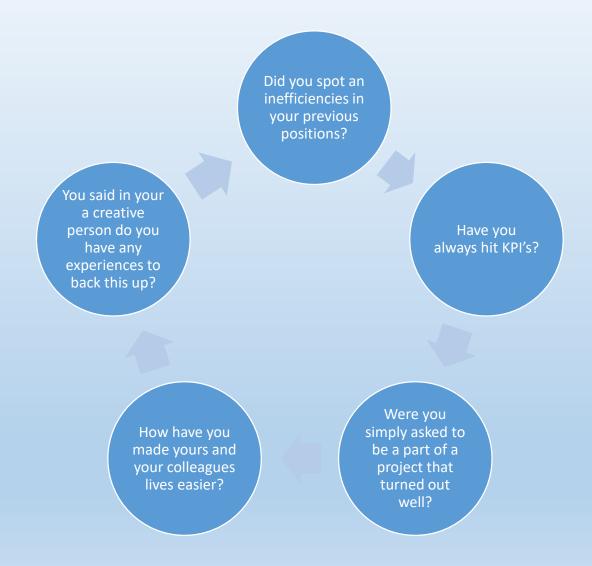
Approach

Result



Jog your memory





Accomplishment statements



Increased gross profits by 6% from previous year by negotiating price with supplier and design modifications

Reduced operating expenses by 49% by negotiating better insurance rates and more effective use of outside consultants

Reduced excess and obsolete inventory €3M by developing new processes to monitor inventory levels



Contact information

Profile

Professional experience

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Interests

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What will an employer be looking for?



Be honest but have answers for the weak points

What an employer will be looking for?



Speeling mostakes





Vagueness



What an employer will be looking for?

Don't write an essay – get to the point



SHAW ACADEMY PRACTICAL PROFESSIONAL ONLINE EDUCATION

What an employer will be looking for?

FAQ – what are your answers?



What an employer will be looking for?

Getting off the point – too much about hobbies etc.

Technical stuff



What will you call the file?

sendthisone.doc competitor.doc FirstNameLastNameJOBTITLE

What type of file will you send? Will they be able to open it?

What email address will you send it from?



How long will your CV be?



Technical stuff



What number will you give?

Will you be able to answer the phone?

If not is your voicemail appropriate?





SHAW ACADEMY

PRACTICAL PROFESSIONAL ONLINE EDUCATION

What HAS to be in your CV

What you can leave out

Number 1 technique to get you noticed

Increased your technical knowledge

Sell Your Skills

Now we can start building your strategy

Attend all of the lessons live to ask Questions in real time and benefit the most

We're here to help, so contact us anytime!

Next Lesson



- The next session is Job Search Strategy
 - Identify an industry
 - Identify companies
 - Build a strategy
 - Positioning yourself



- Attend all of the lessons LIVE and your knowledge will grow
- Recordings are available within 24 hours

Go to www.shawacademy.com and then the Top Right Corner – Members Area





Next Lesson is

Job Search Strategy

- We begin your Personal Marketing Plan
- You will learn Top Strategies, Targeting Industries, Cover Letter
- You will gain strategy and a plan
- · We will be really getting into the core areas









