

# Build Your CV With An Impact!

*Career Readiness Module 2 Pre Reading*

Recruiters in companies are stormed with thousands of CVs everyday. You might wonder, how would you make an outstanding CV that leaves an impression and impact on them?

*But fear not; if you're looking for a way to spice up your CV to make an impact, you are reading the right article! So, sit tight, have a cup of tea... and read away.*

## **Think Like the Employer!**

Before you start writing your CV, it is best for you to understand how your CV will be processed once it is received by the company's recruiter team. Let's really understand how our future employer is thinking.

Like a lot of people, we think that we create this wonderful document, this fabulous CV and that people will probably just gonna sit back, have a cup of tea, have some biscuits, put their feet up on the desk, and sit there and digest and read and give our CV the time that we think it deserves. But in reality, that doesn't happen.



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Your CV is most likely going to be read by the recruiter team and the users or the hiring managers. They are busy people. In every job opening, they will have hundreds, if not thousands of CVs to be reviewed. So when you build your CV, it is important for you to understand that your CV has a very short amount of time to grab that person's attention. The recruiters probably only have about 10 seconds before they decide whether they're going to continue reading your CV.

Wow, that sounds harsh! But in order to be effective in job hunting, you have to outthink other job seekers. You gotta really, really make the employers feel like you wanna work for them and that you're not just applying to 10 jobs that day hoping that one job sticks.

### The Purpose of Your CV

Your CV isn't about you. You may find it sounds really, really weird, but yes, your CV is not about you, it's not. The purpose of this CV is not to tell the employer all about you. The purpose of this CV is to tell the employer how those things add value to them. *How are you going to make their business more profitable? How are you going to impact their business commercially?*

It's not about you. It's not about your features. It's about the benefits of those features. A great way to get used to promoting your benefits and not your features is to ask yourself, **so what?**

If you're gonna tell somebody that you got great project management skills, so what? Well, it means that actually, when they put you on a project, you will get it completed before the deadline. Then give them an example of when you did that, when you saved money. Always, always ask yourself, *so what?* And explain that because that's all they really care about.

Okay, are you ready to build your CV. Next, you have to understand different types of CV and its layout or sectioning.



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## The CV Layout

First of all, we are not doing one-CV-to-rule-them-all approach. There is no such thing. Each CV is very different. It will always be different for everybody depending on our age and our experience. There's no certain way of what a CV has to look like. On the other hand, there are different type of CV. But for now, let's just focus on the most typical CV. Below you will find the sectioning and how to write in each section.

<b>Typical Chronological CV</b>	<b>Personal Details</b> <ul style="list-style-type: none"> <li>Name</li> <li>Phone</li> <li>Email</li> <li>Social media (Linkedin, Twitter, blog, website, Youtube channel, etc)</li> </ul>	Put social media links to show more about you, what you do and why you do what you do. If you have something in the Internet that shows that, please put the link so with one easy click, the employer can find out exactly who you are.
	<b>Personal Brand Statements</b> <ul style="list-style-type: none"> <li>1-2 statements</li> <li>What you are best at (your value to the company)</li> <li>Who you serve (audience)</li> <li>How you do it uniquely (that will make you different from other candidates)</li> </ul>	<p>Make an impact with your personal statement. Reword your personal statement in order to show how you can add value to their business.</p> <p><i>Remember your personal branding practice? Sum up your story and put it here.</i></p>
	<b>Key Achievements</b> <ul style="list-style-type: none"> <li>3 key achievements that clearly display your character and your value. Think about what would impress the employer the most.</li> </ul>	Every single time you apply for a different job, the 3 key achievements might alter a little bit. This is why tailoring your job application is very important. Read carefully the job description and find 3 main things they're looking for.





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### The CV Layout - part 2

<b>Typical Chronological CV</b>	<b>Education</b> <ul style="list-style-type: none"> <li>Start with most recent qualification first</li> <li>Mention both professional and academic qualifications</li> </ul>	<p>If you have less than 5 years of work experience, it is best to put the Education section first, before work experience.</p> <p>Don't forget to include soft skill and training course, like GenerasiGIGIH :)</p>
	<b>Work Experience</b> <ul style="list-style-type: none"> <li>Start with your recent job first</li> <li>Use bullet points than script format so it's easier for recruiter to scan the document</li> </ul>	<p>Begin each description with 'doing words' Instead of "I was leading a project..." write "Leading a project.."</p> <p>You can also add non-full time and short-term experiences (e.g. internship, volunteering, part-time or freelance) but make sure you write them clear so that it doesn't seem like you're jumping from one job to another job.</p> <p>Don't add everything in this section. Carefully select experiences that relate to the job you're applying.</p>
	<b>Interests, Additional information</b> <ul style="list-style-type: none"> <li>Make sure you bring it back to the role you're applying</li> <li>Tech specifications (skill/mastery in softwares, program languages, certifications, etc)</li> </ul>	<p>The key of writing in this section is to keep it relevant. Only put things that you think will add value.</p>

In the next page, you will learn about 'testimonial'. For you who are not comfortable putting testimonial in your CV, you can replace it with a reference. Get references from people who know you well enough to be able to testify for your personality and your good works. In the CV, add their name, their email address, their job title, their LinkedIn or other professional social media. Again, the key is to keep it relevant. Only add people that you think are relevant to the job you're applying.



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### Best Sales Tool: Testimonial!

Have you ever heard that *word of mouth*, the very first form of marketing, is still the most effective marketing channel in modern world? Yes, that's why we are seeing more and more influencers in social media. They're there to sell other people's products.

You can have this form of marketing in your CV. It is called: *testimonial*. According to Aimee Bateman, a leading recruiter and founder of *Careercake.com*, this is where serious magic happens. This is where you make a massive impact by getting someone else to tell the employer how great you are. Testimonial is the best sales tool in your CV.

In order to do this, get someone that knows you well enough to testify how great you are. And in order to make it to another level, make sure you pick someone who will impress people you're talking to through your CV.

For example, if you're applying to a tech company, pick someone who works in a tech company too, like Gojek or Tokopedia. This is what makes joining and becoming part of GenerasiGIGIH even more amazing. You are now connected to a pool of amazing talents as your instructors. During classes, use the opportunities to showcase your work and ask great questions so your instructors will recognize you. It is very possible that they could be your reference in the future.

### The Assignment!

Based on what you have learned, start building your CV now. You can use a simple slide or use creative tool like [Canva](#). Make sure you finish all the section so you can showcase and get reviewed during Career Readiness class next week.