



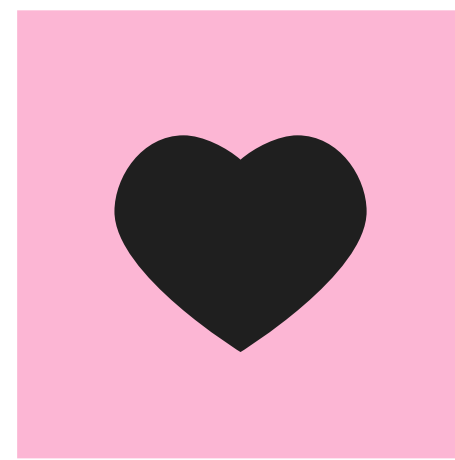
**Says**

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?



**Feels**

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



**Does**

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

[See an example](#)



Resume is a  
opening  
statement

The employer  
should have  
relevant skills  
and  
experience

A typical resume  
contain a  
summary of  
relevant of job  
experience and  
education.

The resume  
is used for  
employment  
purposes

Make sure your CV  
is presented with a  
clean,intuitive design  
that reflects the  
clear, logical  
structure of your  
content.

The goal of  
formatting your  
resume is to create  
a professional-  
looking , easy to  
read document.

Introduce  
yourself in  
the first  
sentence .

Start with a  
heading  
statement.

Mention your  
job title and  
years of  
experience if  
applicable

Maintain  
your  
perspective

The rejection that  
comes with applying,  
the uncertainty of  
the future and the  
stress associated  
with interviewing.

Keep it short and  
snappy. dont  
exceed three to  
four lines of  
space on your  
CV.