

- \* Professional & eye-catching!
- \* Using graphics & templates to make the resume stand out!
- \* Keyword optimizing the resume to make it ATS friendly.

- \* canvas account
- \* dashboard & templates
- \* objective & contact details
- \* Experience section.
- \* Educational credentials & skills sections.

99% → Fortune 500 → uses ATS!

'Pass through ATS'

'See requirements - must in the resume'

objective:
 

- Generic - no need
- Specific - extremely important (for keyword optimization)
  - (take a look at job description - highlight all major keys - include as many as)

 ↓  
 Natural (not purposefully optimized) - Not stuffed in

\* 3 years of experience - Business Analyst - using Power BI for data visualization  
 eg: I am a business Analyst with 3 years of work experience. I extensively use power BI for data visualization. I am applying for the job of Sr. (senior) business Analyst. [clear, precise, natural]

- \* Student - Internships & co-ops (Relevant)
- \* Descending chronological order - years of studies
- \* Remember: Name of univ, year of graduation, degree, GPA (Important credentials)  
 → chronological
- \* Skills. (Achievements, Projects) → Relevant.

### Resume building

Types: chronological, functional, combined

CV: Functional resume → focuses more on skill & less on experience.  
 ↴ chronological → tends to focus heavily on the work experience.]  
 more detail (research & academic). ]  
 Combination

- \* volunteered
- \* worked on something
- \* developed, student club
- \* leadership position.

- \* organize them!
- \* section headings - caps & bolded. (Stand out)
- \* Name (phone number/ email)
  - linked in profile URL
  - Address.

### Education Section:

- College,
- Degree → Expected month 20--
- minor: Subject / concentration.
- GPA
- Relevant Course work (may be included in a separate section).
- Skills, projects, internships.
- Certification, Languages, pos of applications, campus involvement

### Transferable skills

Communication / Leadership / Advocacy. (can be applied in industry).

(Skill: Already possed - utilized at different places)

Higher edu (enough).

- \* DOB / marital status / health / no. of children / ethnicity / height & weight may be expected
- \* photo
- \* Bullet points - when/where - how to make it strong!

↓  
1) Show what skills you have (avoid: text heavy looking page). - not very inviting.  
(less words - more meaning!)

### Bullet points (use)

- \* Accomplishments, skills, work, volunteer exp, projects.
- \* Bullet points - consistent! [same symbol]
- \* degree eg. Indentation!
- \* Avoid using sub points. (one straight line).
- \* Strong bullet point → start with strong action verb.

what you did? (specify)

\* Assisted → how? → Collected 150 water specimens over the course of the sem.  
(numbers, % → key!)

See img → Strong verbs

Show results!

\* good communication skills: Explained! (communicated & made things clear).

\* Diversify → don't use same verb twice. (Pattern: boring)

\* Looks stale → avoid.

'use thesaurus'

'make glorification' - do things.

\* greeted customers as they arrived  
(more specific)

↓  
\* maintained a welcoming atmosphere at the storefront by keeping things tidy & greeting customers as they enter.

\* 'Show how skills are used to solve problems!'

↳ made the schedule of the sales associates & sent to managers for approval

\* Arranged weekly shifts for 25 sales associates off schedule while accommodating as many requests as possible, before sending to managers for approval.  
↓  
'problem solving'

{mention tech skills & tech}

\* Use bullet points to demonstrate the mastery of spec. Tech skills



Key: Briefly explain in less words.

do's & don'ts

\* Easy to build your own template! [full control]

\* Margins: 1 inch (four sides): typical. [consistent]

\* 10.5 & 12 → font size

\* Name → only thing larger font size. [2-3 points big]

12 → 14/16

\* Arial, Calibri, Times New Roman, Trebuchet → great options  
(don't distract).

\* headings: consistent - same size! (All caps, bold, underline) - left aligned.  
(No center headings).

\* Consider using bold & italics' - easy to scan through.

\* format dates!

\* If shortened (Jan) → use in all places.

Note: Format, consistent bulleting! → pdf file. (& send).

\* Read 'Requirements page' - include in a natural way!

\* Time management

\* organizational skills

\* Interdisciplinary team

\* Leadership

\* Advocacy

\* Communication skills

\* Education

\* Critical thinking.

\* 'ATS', 'RMS'

\* 'must have enough contents'

Unmentionable skills: multitasking, showing on time & that sounds silly but...  
Learn new thing; 'leadership'.

\* how much / how often / how successful → he did a task? → show potential!

'Situation - Task - action & result' → show

↓  
communicate in bullet points (accomplished something)

1 to 2 pages long!

\* why I'm using the extra page?

Bullet point: strategy to grab the eyes attention'.

'most relevant' → more bullet points

- \* Put a different section above the work Exp: (If senior year: nothing!)
- \* Don't make empty claims!

### Interview prep

'convince interviewers that you are the best'

- \* People vs!
- \* 'Believe in the work!'

### Using an Interview profiler -

THINKER, DOER, ORGANIZER, CREATORS, HELPERS, ENTREPRENEUR (PERSUADERS)

- \* <http://www.mynextmove.org/explore/> #P
- \* <http://www.buzzfeed.com/ashleypease2/what-career-should-you-have>

- \* Valuable resource mentality!

### Interpersonal Style Inventory (ISI)

dependable strengths, org

### Dependable Strengths

→ Strengths, talents, abilities

\* (did well, enjoyed, felt good about)

- \* won first prize in a speaking contest.

→ Action verb.

- \* Helped a student pass her high school math exam.

(Identify top 10)

- \* wrote an elegant app

\* outcome?

\* what motivated you?  
skills? subject matter?

- \* 'modesty is never a virtue' - confidence (not braggy - clear - bold)

{  
Resourceful  
creative  
decisive  
flexible  
organized  
reliable  
persuasive}

Reliability → Noun

Reliable → Adjective

Rely → Verb.

### ASKING about Reliability

\* Think of 3 times recently when you put in extra effort to keep a promise?

## Using research

- \* 'Modesty - not a virtue' , Nobody wants a boastful.

## Build Story

- \* Inventory of accomplishments.
- \* who, what, when, where, why & how of each statement.
- \* Accomplishments from volunteers works! - evidence - through stories!
- \* Deepen your knowledge & what's genuinely important to you?
- \* Remember you? → Be unique - stories do!
- \* Research biography - find at least 10 stories - focus on 8 layers stories (Hero's Journey).



what's wrong? → why you act?  
 did? how decide → what do?  
 why your solution worked?

How long you are using excel? → A few years, → funny how I got in to this  
 my supervisor. as on travel, his sup asked.... (using it)



"keep it up to date"

## Interview

- \* Stories - more memorable than fact alone? - life come alive.
- \* Effective - people forget what you have said  
 But never "how you made them feel"
- \* Stories touch emotions. (easily get bored). - keep engaged - imagination.

### Creates Connections

"work experience related"

\* Share stories!

\* must have a point relevant!

## Good Stories

- \* Very short time - to tell story. (use an opening that grabs the attention & is relevant to the people - close it - the story is off them).

\* sense of anticipation. (setup) → Climax?

'Be yourself - Talk about yourself'

- \* How you would do the job!
- \* purpose - message from the story!

- \* Assess what happened!

'Every no is much closer to the yes'!

### Story Structure

\* why this story?

\* give them something to remember! (end)

\* Never - be a one time story (be steady).

\* opening - builds an anticipation

\* talk about characters, dialogue

'we are our stories'!

\* plot points - what's the lesson!

\* who you are? , what you're passionate about.

\* what your perspective? what you bring if you're selected.

### English pronunciation

\* Accent - adopt techniques (sound more English)

\* Handling vowel sounds,

Lexical approach - learn from others. (collocation, fixed expression).

skeleton staff: minimum no. of employees.

### cultural competency

Polyglot - committed learners.

### Deliberate practice activity

\* Practice!

### Research

'company's finance, culture'! → Research!

### Mission statement

\* FranklinCovey.com

\* 'Navy blue' - traditional power colors in US

\* greeting! - make eye contact.

### Small talk

\* t<sup>h</sup>e, lasting impact from the very first moment!

\* small talk - establishes common ground!

\* converse with strangers!

"Taking ownership of your conversational responsibility" make the interviewees feel good! (comfortable)!

\* connect with them!

"Observer"! Good listeners!

### Control your nerves

"Body language"!

\* Remote interview: skype/meet/voice - Screening (what do you think)

\* In person - smile.

Panel: make eye contact with everyone on the panel. (even an individual question). (vary the answers) → diff. past, successes, failures, experiment

stress interview - "Some company" → how you handle stress.

"Importance: Analyzing a job posting".

\* Tell me about yourself - one 1/2 & two minutes long!

200 to 250 words. (Don't memorize)

\* Connect with job

\* when you see yourself growing in the new position.

\* Pack personality (be bold)

"I pride myself on being able to get things done on time within budget, & most importantly in such a way that the client is satisfied."

Paraphrases: Managing time, budgeting resources, Client satisfaction.

\* How his key strength benefits the company?

\* Offers concrete evidence,

"Selling commitment to the paraprases of the prospective employer".

- \* Simple present tense: Expresses facts & general truth.  
(confidence)

### Talking about qualifications

\* good fit? (Don't repeat info in resume).

\* passion to support! the company.

\* well informed & the best candidate for the job!

use idioms - natural but careful with hand gestures.

Experience - relates all apply directly to the position!

### Right for the job

\* Understand the Company - you're interviewing with - Research  
(pet peeve).

### why one interested in this position

'from the ad' → Researched.

Mosse informed - mosse you demonstrate a genuine interest?

### salary question

'negotiate offer' - proactive

\* Early at the interview: talk about job requirements

\* use ~~eg~~ orange: not a specific number!

\* my salary is below (very low) - in a orange - below market rates.

'Negotiate'

### Positive language

\* why hire you? positive answers: previous job.

Finding why? - 'Business Storytelling'

### what do you do?

↳ Not 'I am a' (Answer is a function) / title,

↳ I'm not a function.

↓  
use

being, doing, acting

\* Powers eg why? → (what you do)

- \* strategies
- \* speaking companies language
- \* putting hiring managers need first.
- \* rapport with the interviewees

→ find unique position.

If your company - not going in the direction - you want to go

↳ Get new one!

\* See Biographies.

### Pitch

- \* opening statement: positioning statement?  
eg: I love to manage complex projects.
- \* my experience includes strategic planning, business generation, and people development.

unique service proposition? — key

\* sit almost on the edge of your seat?

? Act extroverted?

what makes me unique? → 64000 \$ question.

I'll have to eat nails

I love to eat them - They are my favorite!

### experience



(openness)

## Interview technique

- \* working code → skill
- \* effective program → competency
- \* elegant " → Advance "

## Behavioural interview

↙ Behaviour      ↗ Technical

\* Don't embellish the facts - stretch the truth.

Situation → from work, service, hobbies, internships, classes, school projects, (hobbies) team activities, really anything.

Task → describe → (handled, improved)

Action → Interviewer remembers you!

what was accomplished!

even failed? what did you learn?

demonstrate competencies relevant to the position.

'Concise & to the point' - remove the fat,

where you failed

'Don't blame anyone - don't criticize'!

'Preview; it was the time when we missed a deadline'

## Achievement

Background → An act from past (past continuous)

foreground → In the past (simple past)

See: slide

Conflict at work → win-win strategy.

(employees need first!)

Not what you bring → how you benefit.

\* Competency research!

Company → Innovation → focus as an innovation.  
‘Don't goal’

what hiring managers look for

what's your weakness? → more than attitude!  
‘Self reflection’!

- \* ‘not as strong as I could be’ instead of weak.
- \* Think as me a promising start up. → Don't need to pay blue chip price to invest.

‘more participative’

Awareness

more +ve than -ve.

### ASK QUESTIONS

\* open ended - thoughtful questions

‘Good questions are open ended. (Not yes/no)

↓  
Behavioural

‘negotiate’

↓  
Not accept/reject

- \* won't offer max - leave space for negotiation. (20-40% never counters)  
↓  
Saves money.