



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?



First and foremost
a resume is a brief
account of a
person's education,
qualification and
previous experience

Pick a simple
design and
clear layout.

It should include
an example of
the professional
accomplishment
that highlights
hose strengths.

Here are some
key strategies to
focus on to shine
above the
competition.

Resumes tell the
employer about
your experience
skills and work
history.

Use resume to
highlight items that
indicate we are a
good workers,are
qualified for the
position and bring
desirable skills to job.

Customize
our resume to
match a
specific job
description.

Keep a
consistent,
easily -
readable
format.

Choose the
right resume
format.

Put relevant
skills that fit
the job Ad.

Focus on
positive results
and
accomplishment.

Start with a
heading
statement.



Does

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



Feels

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