



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](#)



Formal  
documend  
that a job  
applicant  
creates

It is common  
human  
interest to  
be treated

Professional  
header,  
professional  
summary,  
education, work  
experience skills

Complemeting  
roles,skills,  
and  
accomplishments

More than just a  
professional  
conduct,human  
decency

Bridge  
between  
confusion  
and clarity

Qualify you  
for your next  
step in your  
career path

Be  
warm,friendly  
and personal  
and minimum  
level of respect

A 3-5 sentence  
paragraph that  
describes your  
professional  
experience

If someone  
experienced  
an injury  
while at work

Good design  
helps your  
resume look  
cleaner

Highlights  
your areas of  
expertise  
,strongest

Fear  
returning to  
work in case  
another injury  
occurs

positive  
behaviour  
than  
challenging  
behaviour

Draw the hiring  
manager's eye  
to the bits you  
want to  
showcase

Get down to  
your child's  
level