

Writing CV and Letter of Application

Writing CV / Résumé

A chance to write for your future
Be grateful for it

Employment is nature's physician
Essential to human happiness
Everyone, a success story
For for his "boss-to-be"

So let's master the art
of **Résumé Writing**
The art of Branding and Persuasion

Definition of Curriculum Vitae (CV) & **Résumé**

Curriculum Vitae or CV

British definition - a document giving details of the qualifications and the jobs you have had in the past that you send to someone when you are applying for a job

Résumé

British definition - a summary of something (from MacMillan English Dictionary for Advanced Learners)

A CV or Résumé is your essential marketing material. It tells prospective employers why you are a good fit for the job and the organization

What is a CV or Résumé For?

Employers and candidates view CV's and Resumes as having different purposes

Recruiter's / Employer's Perspective

*** Screening Device***

It provides --

- employment / educational history of applicant
- track record of job performance
- a summary of work experience
- information to screen out unqualified applicants
- tool for interviewing if candidate is shortlisted
- document for personnel records if the candidate is offered a job
- a promise of professionalism

Job applicant's Perspective

*** Getting An Interview***

- to introduce oneself to prospective employer with the hope of getting an interview
- to get you considered for a job

Curriculum Vitae - CV vs. Résumé

Similarities: Both

- are protocols for job search & serve the same purpose
- are standard formats for job applications
- give a summary of your credentials & suitability for the post
- help in positioning
- are organized in distinct sections

Differences:

- Résumé format for America & CV format for the rest of the world
- CV format is used in applications in the academia
- CV is detailed, complete & in reverse chronological order record of your professional history, Résumé is shorter, more focused and targeted list of relevant transferable skills & accomplishments
- CV (2-3 pages long), Résumé (1-2 pages long)
- CV (more formal), Résumé may contain promotional language

When to use CV or Résumé?

Use a CV when:

- a CV is asked for in the job advertisement
- the company is NOT an American company
- applying for a job NOT in America
- applying for jobs in the academia (e.g. research, education, scientific fields)
- applying for educational scholarships, grants & fundings, fellowship, further education, academic training in institutes of higher learning
- securing a tenure or promotion within the same organization
- applying for membership with a professional association

Use a Résumé when:

- a Résumé is asked for in the job advertisement
- the company is an American company
- applying for a job in America in the commercial sector

Your Goal is to *Produce a Winning Résumé*, one that catches the attention of the reader and goes in the pile "to be considered" and stays on top of it.

To do that, follow a logical sequence of right moves to get you there.

- Explore the details of your own education / work life for names, dates, places, skills and accomplishments.
- Translate your skills and accomplishments into the language of the job you are seeking or the industry that interests you.
- Present the material in a way that holds the attention of the reader and reveals the very best about you.

*** Focused + Powerful + Concise ***

Focusing Carefully on Items Within Your Control

Creating an error-free, clear, focused, targeted resume and cover letter is something you can control, so do the following well:

- organize data and thoughts in most effective manner
- present complex information concisely
- pay attention to detail
- communicate in a clear and focused way
- show enthusiasm in your writing
- show you have useful skills and can add value to the organization

Paper, Ink, Margins, Spacing

Understanding the Recruiter

Increase your chances of success

- Reality (recruiter gets many applications) - **your Résumé must stand out to be selected**
- Time factor (screening exercise) - **your Résumé must sell you as the strongest candidate in the shortest time**
- Visual input (usually employed in screening) - **first impression counts, if Résumé looks attractive, it's more likely to get a second chance when details are scrutinized**
- Relevance (this makes or breaks your chance) - **important to tailor your CV / Résumé to job requirements**
- What / Who screens your CV or Résumé? (support person / computer programme) - **terminology, format and presentation matters**

What makes a CV or Résumé **Outstanding**?

How your Résumé looks matters!
First point of contact with prospective employers
Impress them with your Professionalism
Employer has a need
How do you fit in?

Firstly, answer these questions:

- Why should we hire you?
- What can you value-add to our organization?
- How can you best contribute to our company?

Focused: focus on competencies desired by employers

Powerful: using effective action words

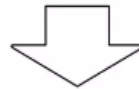
Concise: making a point clear through precision wording

How to Improve CV or Résumé Success Rate?

1. Think: Job Application as Sales Process

Needs Identification

Find out what employers need &
study job requirements carefully
Research the company



Prepare Sales Proposal - Outline Features & Benefits

Features: Describe your qualification / skills / experience / training

Benefits : Convince employers how those expertise you possess will help the organization fulfill its objectives

How to Improve CV or Résumé Success Rate?

2. Grab and maintain interest of recruiters

- attractive unique / layout
- effective organization of information
- good writing skills free from spelling mistakes
- start with most recent position on page one
- words backed up by examples

3. Guide recruiters to see what they need

- put relevant data at the top
- use persuasive language
- understand an employer's view point

4. Match your CV / **Résumé** content to the job specification

- use keywords specified in job specification

identify & address employer's needs & concerns based on your potential value

Résumé Formats

Chronological CV / Résumé

Traditional: listing previous employers & jobs roles in detail

- *suitable for professionals with a formal history of experience*
- *effective with traditional companies*

Functional / Skills or Competency-based CV / Résumé

Descriptive and focus more on skills and direct experience

- *suitable for graduates, contractors, complete career changers, people who moved around different jobs often, returning to the workplace after a long hiatus*

Combination CV / Résumé

Highlights key strength of Chronological & Functional formats

Emphasize both a steady work history & diverse skill sets

- *suitable for consultants, people who have strong skills as well as steady employment records, for those intending to apply to a broader range of jobs*

Chronological Résumé Format

This format emphasizes the most recent and relevant information in your career.

Use this format if: you

- have steady work history
- have shown upward mobility or promotions with one or more companies following a single career path
- are applying for a job similar to your present or last one
- are applying for a job in a more traditional organization
- have worked with well known companies
- are working with a recruiter or staffing agency

Strengths: Emphasizes stable work history & employers with strong name recognition / shows promotion / favoured by employers for making comparisons

Weaknesses: Strong emphasis on work history is not ideal for some people / your most recent experience must be relevant to job you are applying for

Functional / Skills Résumé Format

This format highlights specific skills, responsibilities, & accomplishments - also shifting emphasis of the Résumé away from recent appointment. Keeps skills and work history separate.

Use this format if: you

- are changing careers / fields
- have interruptions in work history, demoted
- returning to the workforce after a hiatus
- you are a consultant, selling a service to customers

Strengths: showcases your strengths & transferable skills from many sources - even unpaid work / can highlight experiences that have no direct relationship with recent jobs / flexible to prioritize sub-headings to tailor the Résumé to your needs, future oriented

Weaknesses: not preferred by some traditional employers who may expect to see traditional lists of responsibilities & accomplishments linked to specific positions / should not be used if applying for position in same field as current position - do not emphasize career path

Combination Résumé Format

This format emphasizes a consistent work history & diverse skill sets.
Demonstrates how skills contributed to accomplishments.

Use this format if: you

- want to apply for a broader range of jobs

Strengths: showcases steady work history & diverse skill sets / allows broader range of professional objectives / ideal for consultants as it specifies how their skills influence the company's success

Weakness: skills and accomplishments may need to be adjusted when one is applying for positions in multiple industries / conservative employer may still desire chronological Résumé

Competency-based Résumé Format

This format always considers the needs of the employers first. It is "employer-focused".

Use this format if:

- you already have an idea about the company, job or industry you will be applying for
- you are applying to a competency-based organization
- you are seeking promotions or transfers within the company
- you want to showcase your accomplishments in each competency requirements

Several Styles based on this format

Direct Competency-based format

Competency-based Chronological format

Competency-based Functional format