

Creating a Resume - - Quick Guide

Basics for Constructing Your Vehicle to the Interview

The primary goal in presenting a resume is to communicate your experience, education, skills, and accomplishments to a potential employer. Because it serves both as a career history and as a marketing tool, a well-constructed and well-designed resume can open the door to interviews and give you an edge over your competition.

In preparing your resume you have to appreciate who you are, what you want and what you have to offer. Putting "yourself" on paper is no less important than negotiating a business deal or preparing for an interview. It is more than name, rank, and serial number and is neither a shopping list or an autobiography. When an outplacement counsellor is hired by a company to assist a terminated employee with the job search, one of the main activities is to collaborate on the creation of an effective resume.

Gather relevant data from previous resumes and

job descriptions and from recalled accomplishments. Don't shy away from acknowledging specific achievements and skills. Even though it may be uncomfortable, this is the time to focus on successes, skills, attributes and abilities. Organize component parts of the resume into either a reverse chronological or a function format; then pull the information together.

Prospective employers have become very selective about securing a precise fit (experience, knowledge, education, personality, style, expectations) between a new employee and their organization. Employers refine the list of candidates that they choose to interview by first reviewing (reading and/or scanning) resumes. Therefore, it is imperative that you do a thorough job.

Upon completion of the resume, you can begin to market yourself. Promoting your talents, abilities, skills, competencies and yourself is one of the most important aspects of attaining both job search and career success.



W.N. ASSOCIATES INC.

Consultants in Human
Resources Management

SUGGESTIONS AND GUIDELINES

Put Your Name on Top

Include your name on top (with degrees or certificates if desired & relevant) followed by home address, residence and cell numbers, and an E-mail address. This section becomes your **LETTERHEAD**.

Note: Set up politely and clearly answered voicemail message at the numbers proffered.

Target Your Resume

Have a specific career objective in mind and under the letterhead, create a **CAREER OVERVIEW** (a brief summary that supports the job objective and briefly highlights your function, strengths, accomplishments and key competencies). Every word thereafter supports that objective.

Keep a Consistent Style

Maintain the same format for each employer / function. The two foremost styles are: **Reverse Chronological** and **Functional** (See reverse -P2- for a brief explanation.)

Be Concise

Delete "excess baggage". Aim for a maximum of two pages.

Present as Unique

Your resume is a reflection of your uniqueness and is best when basically compiled by you.

Be Clear

Present thoughts clearly. Use Power Stories (success stories) to build your accomplishment statements. Grammar and spelling must be checked.

Watch your Language

Employ definitive action-oriented words. Avoid first person "I". Use past tense for previous jobs. Edit passive, weak or redundant words and phrases.

Demonstrate successes with results, % and \$ where possible.

Proofread and Edit

Never send a flawed resume. Check grammar, spelling, facts and punctuation thoroughly. Have friends, colleagues and professionals critique the resume and make relevant revisions only.

Word Process the Document

After saving the document as a Word file for ease of transmission, print a crisp original on good quality, white bond paper, 8½" x 11". If necessary, arrange with a printer to have additional copies made. When photocopying or reprinting your resume, select a good quality paper. Choose a standard easy-to-read type style (Arial, Times New Roman, 10 / 11 font size).

Make It Visually Appealing

Decide on a page layout: usually single-spaced; lots of white; use bullets; standard margins are one inch. Check Internet sites such as HRDC, Workopolis, JobShark, Monster.ca, etc. for styles, formats and a boilerplate. Save a copy in Rich Text Format (*.rtf) for 'cut and paste' to job site applications.

Avoid

- Abbreviations that are uncommon
- Slang or jargon; being too wordy
- Attachments, photos
- Your S.I.N. #
- Any references to age, gender, religion, race, ethnic origin, health, finances, weight, disability, height, and marital status
- Monetary requirements
- Inaccurate claims
- Reasons for leaving a job
- Covers, binders, coloured paper (unless creativity must be demonstrated)
- Large unexplained gaps in time

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"Customized, Professional Outplacement Counselling
and Management Coaching that achieve results"

Since 1981

RESUME HINTS

- Establish and keep your career objective ‘top-of-mind’ to focus your search. More recently, job seekers prefer to leave this off the resume and position it in the **COVER LETTER**. Always include a cover letter to introduce your reason for writing and to offer a few solid accomplishments that will grab the reader’s attention. Use the same letterhead as on the resume for consistency.
- Following the **CAREER OVERVIEW**, organize work experience in **Reverse Chronological** order under the heading **CAREER HISTORY** according to dates, companies, positions, responsibilities, accomplishments, and specialized skills. This commonly used format begins with the most recent work experience (company and job title) listed first. Continue in reverse chronological order. List highlights of awards, professional competencies and specific experiences as accomplishments within each job function.
- If there are gaps in work experience, or if certain jobs indicate a wide variety of experiences in many areas, or if your career has been off course a number of times, you might use a **Functional** resume that outlines skills and experience under specific themes or headings such as Management, Financial, Sales, Marketing, Supervisory, Communications, Technology, Administration, Computer Software, etc. This is often a less desirable format because career growth and the chronology of jobs and duties may appear sketchy or confused.
- Add an itemized list of companies and job titles in reverse order following your themes to clarify experience.
- List **EDUCATIONAL BACKGROUND** *{(secondary school), college, university degrees, certificates, licenses and courses}*.
- Add relevant **PROFESSIONAL MEMBERSHIPS** or affiliations.
- Mention significant **HOBBIES AND INTERESTS** if desired.
- Reveal personal data only if it pertains to your career objective.
- **REFERENCES** can be typed on a separate page and presented only on request. (Include names, title, company, relationship to you, phone number and address). Prior to offering a name, phone referees first to ask for permission to use them.
- Skills fall into two categories — technical and generic. Technical skills are the skills acquired doing a specific task. Generic skills are those that are transferable to various work settings and industries. Below is a list of fourteen marketable generic skills for you to keep in mind while you write your resume. **Analytical, Decision-Making, Initiative, Flexibility, Problem Solving, Team Player, Efficiency, Leadership, Multitasking, Communication, Interpersonal, Motivation, Organization, Planning.**

ACTION WORDS

In order to complete a action oriented resume, most statements will begin with words such as those listed below. Develop a series of points for each position held. Expand each statement to include an answer to the question "So what happened?" for every claim. In this way you offer a prospective employer a valuable snapshot of what you have been able to accomplish.

MANAGEMENT

Administered
Analyzed
Assigned
Attained
Chaired
Consolidated
Contracted
Coordinated
Delegated
Developed
Directed
Evaluated
Executed
Improved
Increased
Organized
Oversaw
Planned
Prioritized
Produced
Recommended
Reviewed
Scheduled
Supervised

COMMUNICATION

Addressed
Arbitrated
Authored
Corresponded
Developed
Directed
Edited

Enlisted
Formulated
Influenced
Interpreted
Lectured
Mediated
Moderated
Motivated
Persuaded
Translated
Publicized
Recruited
Reconciled
Spoke
Wrote

RESEARCH

Clarified
Collected
Critiqued
Diagnosed
Extracted
Evaluated
Inspected
Examined
Identified
Interpreted
Interviewed
Investigated
Organized
Reviewed
Summarized
Surveyed

TECHNICAL

Assembled
Built
Calculated
Designed
Devised
Engineered
Fabricated
Installed
Maintained
Operated
Overhauled
Programmed
Remodeled
Repaired
Solved
Tested
Trained
Upgraded

TRAINING

Adapted
Advised
Clarified
Coached
Communicated
Coordinated
Developed
Enabled
Encouraged
Evaluated
Explained
Facilitated
Guided
Informed

Instructed
Initiated
Led
Persuaded
Set Goals
Stimulated
Trained

FINANCIAL

Administered
Allocated
Analyzed
Appraised
Audited
Balanced
Budgeted
Calculated
Computed
Developed
Forecast
Managed
Marketed
Planned
Projected
Researched

CREATIVE

Acted
Created
Conceptualized
Designed
Developed
Directed
Established
Fashioned

Founded
Illustrated
Instituted
Introduced
Integrated
Invented
Originated
Planned
Performed
Revitalized
Shaped

HELPING

Assessed
Assisted
Clarified
Coached
Counselled
Demonstrated
Diagnosed
Educated
Expedited
Facilitated
Familiarized
Guided
Increased
Mentored
Referred
Rehabilitated
Represented

ADMINISTRATIVE

Approved
Arranged
Catalogued

Collected
Compiled
Controlled
Developed
Dispatched
Executed
Generated
Implemented
Inspected
Monitored
Operated
Organized
Prepared
Processed
Purchased
Reconciled
Recorded
Retrieved
Screened
Specified
Tabulated
Validated

SALES

Budgeted
Closed
Sold
Developed
Established
Forecast
Organized
Planned
Targeted
Promoted

Willis M.L. Newton

“Willis has a reputation for building strong, confidential client relationships based on trust and mutual respect.”

“I found Willis to be a client-oriented professional and trusted coach.”

“As head of W.N. Associates, Willis delivers results for complex and involved assignments.”