

## RESUME DEVELOPMENT GUIDELINES

We find that resume "reviewers" generally reach a conclusion about a resume in from 5 to 20 seconds. Therefore in that period of time we have to provide answers to two very important questions. Question #1 is: what are you looking for? And Question #2 is y Why should I look further at this resume?

We often feel that if only a person would take the time to read through my resume they would find the answers to these questions, but that simply is not reality. In today's market, employers often have a very large number of resumes to look at so it is a matter of eliminating resumes and then considering those they have not eliminated. Many employers of technical people are reporting that they receive up to 200 resumes per day.

This means that in today's job market, the objective of our resume must be to grab their attention quickly and put it in the pile to be read through later and in more detail.

When more senior executives look at resumes, they want to be able to forward the resume to the appropriate person in their organization and the resume itself must provide the information so that they can do this intelligently. Again, what do you want to do and why should I even read this resume further. In many cases we need to help the person reading the resume in the decision as to who to send it to.

Therefore, a good resume first focuses on the Job Objective. Think this through carefully. It is hard work! The job objective should emphasize not just the title but something about what you would intend to do to improve the employers business by hiring you. I know this is difficult but if you put yourself in the position of an executive or HR person that receives it, and you want to refer it on to someone, you would want a little more specifics of the type of job you are looking for. Also in the job objective you need to express your interest in doing something that relates to the employers interest such as improving profit, productivity, sales or other operations. Remember that the only purpose of the resume is to get an interview.

The second question then (*Why should I look at this resume further?*) must be immediately dealt with. Here we suggest that you create about 5 – 7 bullets that bring out the real accomplishments from your past career. I have no doubt they are in your resume but they are buried in the narratives of your past jobs. You need to create accomplishments that quickly differentiates you from all the other resumes in the pile.

We find that well structured accomplishments grab the readers attention and motivate the reader to read on. This change can separate you from the competition and give your resume the competitive advantage.

In this section we need to have the most impressive and if possible quantifiable results or accomplishments.

Don't be discouraged. It often takes two or three rounds to get a resume right!