

CV WORKSHOP

THE DREADED CV

- Take pride in its construction and presentation.
- Know it inside out from start to finish.
- Don't include anything that you will not be able to discuss competently and with authority in an interview.
- Your CV is your 2nd “first impression” after your LinkedIn Profile.

If you want to be hireable, YOU need to make yourself desirable!

CV LAYOUT

- Professional Summary
- Core Competencies and Achievements
 - Professional Experience
 - Education
- Certifications/Professional Training
 - Awards/Volunteer Work

COMMON CV MISTAKES

- It looks like a Google Maps emoji fest.
- It looks like an Excel spreadsheet.
- It has no Core Competency section.
- It does not showcase your transferable skills.
- It's not in descending chronological order.
- It's poorly written and punctuated.
- It lacks clear direction.
- With regard to #1 I understand that certain regions favour the “visual” CV.

But let's tone it down a little please. You are a professional, not a 12 year-old.

12 DONT'S OF CV WRITING

- Don't write in the first person 'I.'
- Don't write hard and transferable skills in the past tense.
- Don't use more than two fonts.
- Don't submit online uploads in pdf.
- Don't use more than four lines per bullet point.
- Don't include anything that may be used to discriminate against you.
- Don't use jargon or clichés.
- Don't use an objective statement. It's called a Professional Summary, even for Freshers and recent Graduates.
- Don't include personal identifiers.
- Don't write "References on Request" or include reference details.
- Don't include ATS formatting violations.
- Don't forget to spell check, Grammarly, proofread, and have somebody review it.

Most importantly, don't ramble!

It's a SUMMARY, not a saga.

If you are not skilled at "selling" yourself on paper, hire a reputable CV writer to do it for you.

If you have amazing skills, qualifications and experience, be sure to SHOWCASE them!

TRANSFERABLE SKILLS

Want to re-join the workforce after an employment GAP? Looking to make a career CHANGE?

Then do this: Identify and showcase your TRANSFERABLE skills.

Adaptability	Compliance	Communication	Conflict Management
Creativity & Innovation	Decisiveness	Delegation	External Awareness
Flexibility	Independence	Influencing	Integrity
Leadership	Leveraging Diversity	Organisational Awareness	Resilience and tenacity
Risk-taking	Team work	Relationship Building	Project Management

Your transferable skills are your hard currency, so if you have got them.....

FLAUNT them!

ATS (APPLICANT TRACKING SYSTEM) HATES

- Profile pictures
- Graphics
- Symbols
- Icons
- ® (Prince2, Agile, etc)
- Italics
- Horizontal lines
- Vertical lines (except tiny dividers)
- Mixed fonts
- Multiple colours
- Graphs
- Tables
- Font size smaller than 11 points
- Hyperlinks (including links to email and LinkedIn)
- Text boxes
- Underlines
- Dates older than 12 years if you are 38 years or older
- Tiny standard bullet points are fine

ATS does not like 'design'

ATS likes boringly simple

Remember to 'stuff' your CV with relevant keywords from the entire job description, for EACH job you apply for via online portals.

LINKEDIN

- Your Profile headline should reflect either your current job title, your last job title, or the title(s) that you are currently searching for.
- Have a professional photo on your LinkedIn profile.
- The mandatory information required by LinkedIn should be factual and complete.
- Your Profile Summary should be a mini-synopsis of your CV, narrated, to present your 'story.'
- Any discrepancy between your Profile and CV, makes your integrity questionable.
- Now please take the necessary time to ensure that your presentation is in order.

Why?

Because if YOU, yourself, aren't fully invested in your own future, why should any recruiter, hiring manager, or organisation be?

LINKEDIN EASY APPLY

- When a recruiter receives an “Easy Apply” application, all they see is a snapshot of your LinkedIn profile - namely your photo, headline, past and present titles, education, and any skills you’ve listed.
- That’s it! So if your LinkedIn profile isn’t up to date, is very bare-bones, or doesn’t tell your complete career journey, you probably won’t be hearing from prospective employers anytime soon.
- So when should you use the “Easy Apply” option?
 - When your LinkedIn profile is in top shape
 - When you’re planning to attach a customised CV too
 - When you’re not making a major career change
 - When you just don’t have the time
 - When it’s worked for you in the past

LINKEDIN JOBS

Want to use LINKEDIN JOBS more effectively?

- Read the job descriptions and requirements. Many job titles are overly embellished these days.
- On any specific job posting, scroll down without opening the job description to see if the Job Poster has been profiled.
- Reach out and try to send your resume via email rather than online upload.
- Continue scrolling down to find out if you have any connections highlighted at the company in question. Reach out to them. See if you can get the name and email of the actual hiring manager, and/or politely ask for a referral.
- Make sure you enable Email Alerts for the jobs/companies you are searching for. It allows you to receive instant notifications when new jobs are posted.
- On LinkedIn you have the opportunity to be a mere three degrees of separation away from the person you may potentially report to; assuming that YOU are doing your utmost to improve your visibility and increase your network.
- It's far less about "what" you know and far more about "who" you know in this day and age of global hiring. Make sure you are not missing out by simply sitting on the side-lines and observing.

You need to ENGAGE. So if you want to get hired, get PROACTIVE!

COVER LETTERS

- Name the position you are applying for and how it came to your attention.
- State why you are interested in the role and the company, what your current or previous position was, and a bit of detail about “who” you are (personal attributes).
- Cross-reference your Core Competencies and Achievements to the job requirements.
- If career-changing emphasise your transferable skills.
- BRIEF summary of your strengths that make you very suitable for the role.
- State if you are available for travel, overtime and weekend work, if applicable.
- Thank the reader for their time and consideration, that you look forward to hearing from them, and make sure all your contact details are present.
- Cover Letters uploaded online also need to be ATS-compliant.
- If you are changing career, have a significant employment gap, are of a “certain” age, or not an obvious fit for a role, this is the way to get your case heard!
- Cover letters/Cover emails are NOT a summary of your CV, and they should not be generic. Tailor to each specific application.

You want to get hired? Then showcase yourself to be desired!