Steps to Writing a Powerful Resume

My Goal tonight:
to help you <u>all</u> understand new strategies for writing a great resume.

Susan Flaming, PhD, Resume Coach

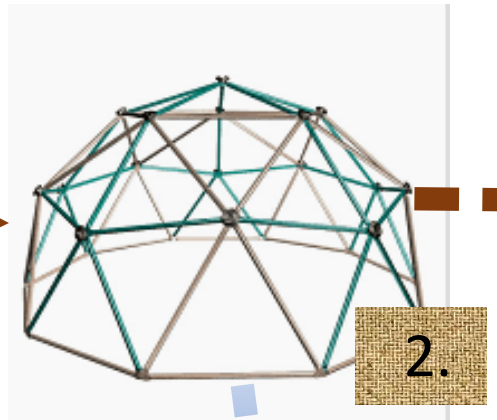
The Hill We Climb **--**
Amanda Dorman
National Youth Poet Laurette
https://www.fatherly.com/news/amanda-gorman-watch-performance/

"Great resumes are like poetry….
with *every word in its place*
to add impact to your message."
Susan Flaming, Resume Coach

"The new dawn blooms as we *free it*.
For there is always light.
If only we're brave enough to *see it.*
If only we're brave enough to *be it."*

There are varied Career Paths you can follow??

Sometimes you can climb a ladder, sometimes you are on a Jungle Gym and need to take an alternate side path. Career agility* is a crucial survival skill.



You develop **Career Agility** by *working hard to strengthen your skills & knowledge.* So whatever changes in your work life, another Hiring Manager want you!

4 Steps to Writing a Great Resume

1. **Know Yourself**: your strengths and deep interests

2. Learn how to **describe yourself** in concise writing

3. Learn how to **fine tune** your written description of skills and interests **to specific job postings**

4. Create a Persuasive **Resume Format**

Important Question -- What makes resume writing so hard??

What make resume writing sooo… challenging??

What causes you WRITER'S BLOCK??

What life challenges can ”writing great resumes” help you solve?

- You have worked at a job for awhile and you:
  - Aren’t getting recognized or receiving fair pay for your contributions?
  - Are bored or burned out and want a change?
  - A life challenge has given you new requirements for a job – different job type, schedule, etc.?
- You have acquired varied skills in volunteer & paid jobs but don’t know how to “package & market” them for a new career direction?
  - You have long time gaps between “jobs” and worry about being judged as a failure?
- You like what you are doing as a career path and want to progress and make more money?
- You have a “dream” career goal (e.g. attorney, accountant) and want to figure out the **best** steps to take to get there?

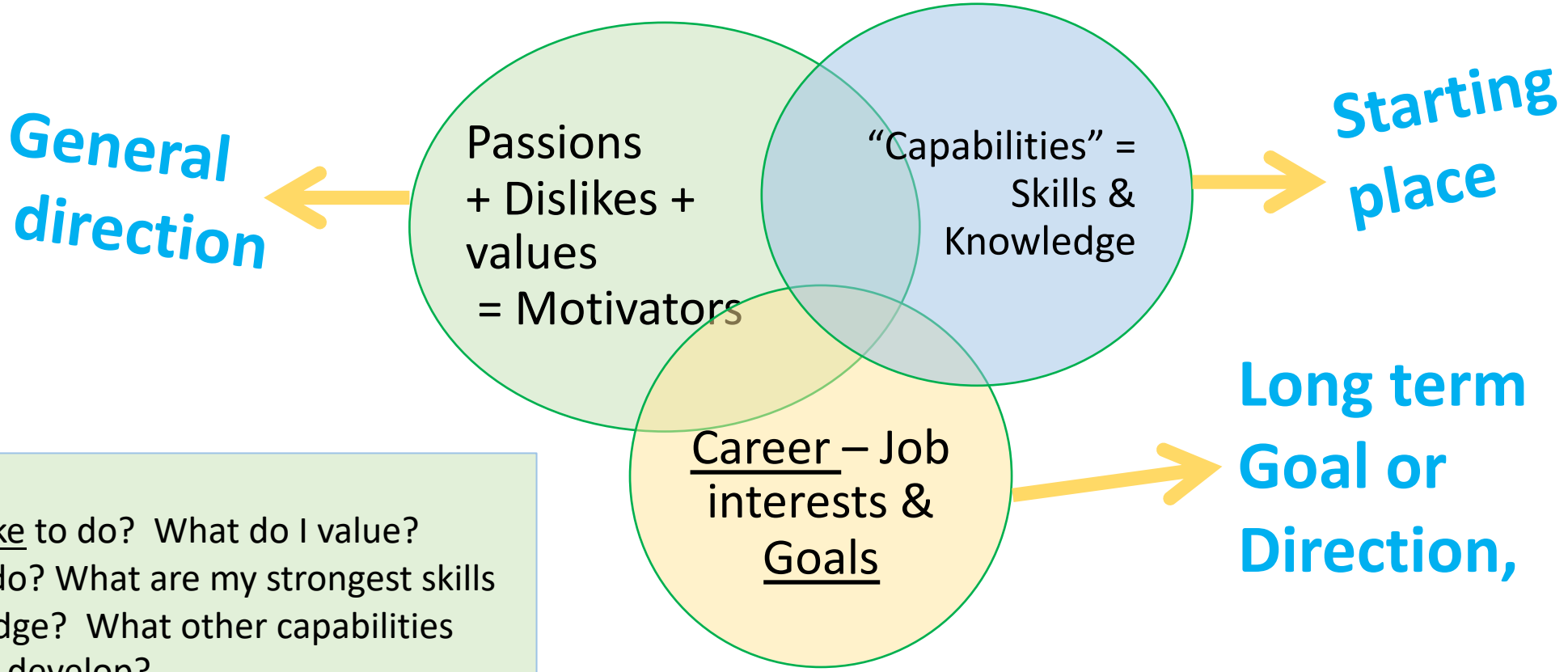
Most of us will experience these challenges in our work lives!
Writing a great resume is an investment in your success!

Step 1 Know Yourself :
Interview & describe yourself…..*in writing**

1. What are my Motivators?
   What do I like to do? What do I value?
2. What are my Capabilities?
   What are my strongest skills and knowledge? What other capabilities do I want to develop?
3. What jobs or careers might be a good match for my motivators and skills? So, what might be a good Career Goal for me – shorter term and longer term?
4. OK….now *go research possible Careers – so you can ID best words to use to describe your skills, knowledge and capabilities.* "Google" questions like "what do firemen ….entrepreneurs ….pop-up restaurant chefs….welders….accountants do???

Your Assignment: Answer the above questions in writing
Write at least 4 different pages (Word.doc lists OR paper & pe)n– *doesn't have to be "fancy"* or complete sentences.
Capture your thoughts – whatever they are, about each of these 4 topics and email them to me. ***That's my fee for setting your 2nd appointment.***

Step 1 Know Yourself – Who are you? :
Interview yourself & describe yourself…..*in writing**



1. What do I like to do? What do I value?
2. What can I do? What are my strongest skills and knowledge? What other capabilities do I want to develop?
3. What are might be a good Career Goal? What jobs or careers might be a good match for my motivators and skills?

Step 1 Know Yourself: Worksheet

Description: Values	Motivators: Passions & Dislikes + Values	Capabilities: "Work" Skills & Knowledge	Possible Career Goal
Like/need to be physically active	I feel most alive when I'm active	Coordinate activities for family outings	?? Based on all your Motivators and Capabilities …..
I like working with people to solve problems	I like working with others on projects.	- Successful problem solving with team	
I love music and dancing	I like being around musicians	Wide range of possible jobs	
I get bored easily and want to continuously learn about…….	I love music, athletics, bit coin investments……	"proactive learner"	
Can get "hyper-focused" on an activity	Attention "challenges	- Project management - Entrepreneurship	
Long employment time gaps between my past jobs	Learned survival skills in between jobs	- Efficient budgeting - Effective use of limited resources	

Writing Opportunity – **Take 5 min. now** -- Interview yourself. Make lists!

Motivators: Passions & Dislikes Life Learning & "Wisdom"	Interests, Direction Career Goal	"Work" Skills & Knowledge
?????	?????	?????

To write a great resume, you have to know yourself
And….write down your ideas to "see how they sound"!

Step 2: Describe Yourself Concisely but Powerfully

- Use powerful, persuasive words, examples & details
- Remember your purpose & audience: to influence the hiring manager

Powerful & persuasive words for skills and results-impacts you achieved	Persuasive, specific details about contributions and impact NOT just activity
Skilled = capable, successful, adept, proven, extensive experience in…, award winning, recognized, leader of team on …,	Package-delivery driver: *Recognized* as highest volume performer, annually
"Key holder" for Goodwill Collection Center	Responsible for facility lock-up and security turnover
Nanny and Home Office Assistant = Manager of complex, multi-client schedules	Planned and integrated complex calendars of five clients to assure successful completion of daily activities

FIRE your self-criticism demons and just begin writing!!

Step 2: Describe Yourself Concisely but Powerfully, in writing*

Powerful & persuasive words for skills and results-impacts you achieved	Persuasive, specific details about contributions and impact NOT just activity

To write a great resume, you have to know yourself
And….write down your ideas to "see how they sound"!

Step 3: Create a Persuasive Resume Format:

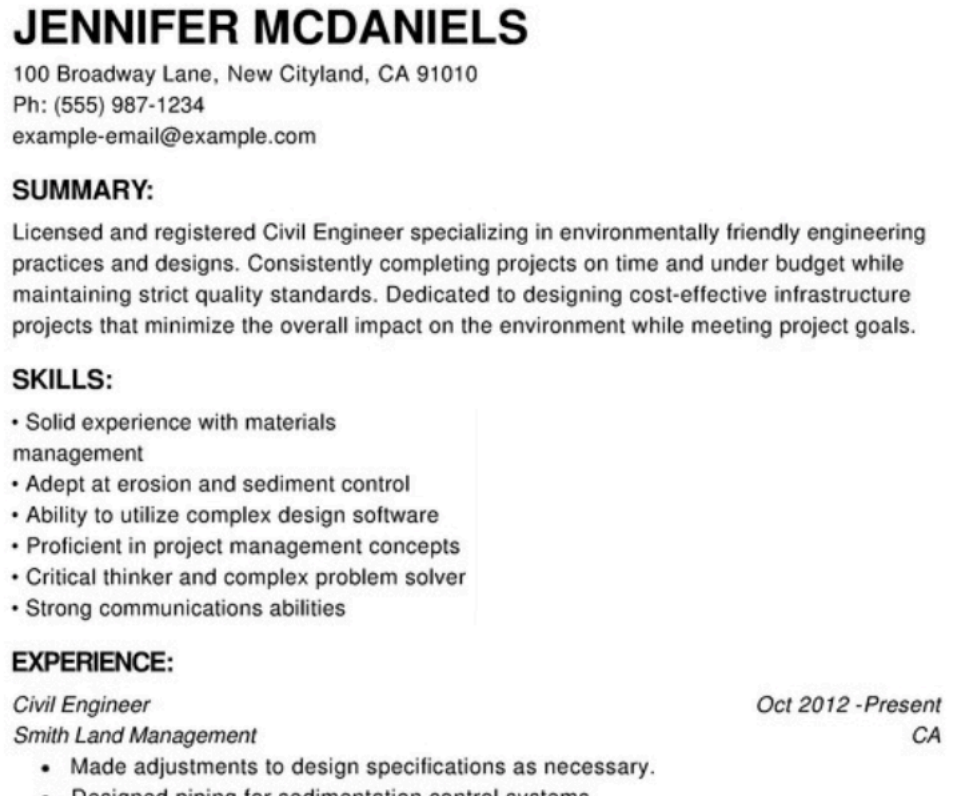
Important Question – how long does a hiring manager spend on average reading your resume

1. **Do-s and Don't-s of Resume Formats** (see Job & Resume Resource Folder for list; link will be emailed to you)
   - Design your format, based on the content you want to highlight
   - Content layout, type font choices, use of bold and italic font styles, etc. all punch out content
2. **Choose the Best Format for Profiling Your Strengths**
   - **Chronological Resume:** most recent job first, then previous ones in order
   - **Functional Resume:** Descriptions of skills, related to posted job; *you don't have to show consecutive dates of employment*
3. **Create a brief, strong purpose statement at the top of your resume**
   - *Showcase how well your capabilities & experience* align with the job description.

In great design work --- Form follows Function.
So create a layout that highlights YOUR Qualifications

Step 3 Resume Format Examples*

Chronological Resume example



JENNIFER MCDANIELS

100 Broadway Lane, New Cityland, CA 91010
Ph: (555) 987-1234
example-email@example.com

SUMMARY:

Licensed and registered Civil Engineer specializing in environmentally friendly engineering practices and designs. Consistently completing projects on time and under budget while maintaining strict quality standards. Dedicated to designing cost-effective infrastructure projects that minimize the overall impact on the environment while meeting project goals.

SKILLS:

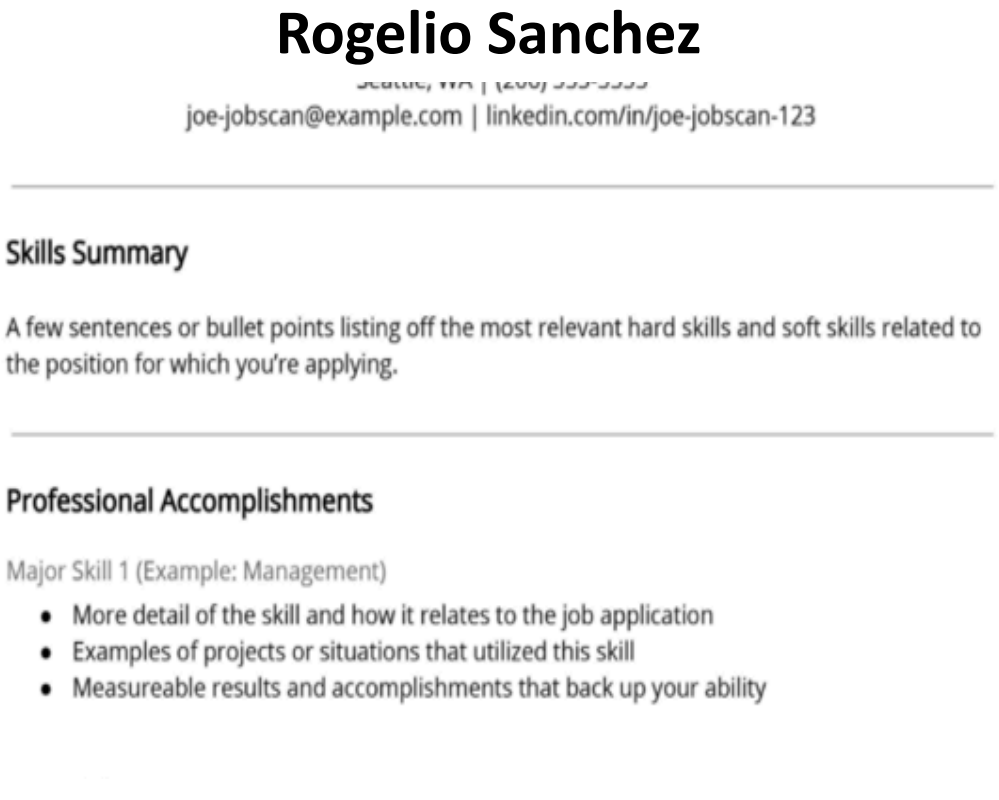
- Solid experience with materials management
- Adept at erosion and sediment control
- Ability to utilize complex design software
- Proficient in project management concepts
- Critical thinker and complex problem solver
- Strong communications abilities

EXPERIENCE:

Civil Engineer — *Oct 2012 -Present*
Smith Land Management — *CA*

- Made adjustments to design specifications as necessary.

Functional Resume example



Rogelio Sanchez

joe-jobscan@example.com | linkedin.com/in/joe-jobscan-123

Skills Summary

A few sentences or bullet points listing off the most relevant hard skills and soft skills related to the position for which you're applying.

Professional Accomplishments

Major Skill 1 (Example: Management)

- More detail of the skill and how it relates to the job application
- Examples of projects or situations that utilized this skill
- Measureable results and accomplishments that back up your ability

** See Job and Resume Resource Folder for additional examples*

Step 3 Resume Format Examples

- Get help from your new best friend – the Internet:
  - Google "examples of best resume for …. Restaurant managers, entrepreneurs, welders, accountants, fire prevention managers …. etc.
  - Study what you find for:
    - Persuasive formats: layout design on the page, type font choices, etc. etc.
    - Persuasive words and phrases: choose a job type or career area you are interested in and look at examples. Put those examples on your lists of current or desired skills.
  - Remember – a hiring manager gets used to scanning resumes quickly. They should be *easy to ready*, with key words and messages punching out either in format – order & position on the page, other design features, etc.
- Read articles & books about highly skilled individuals, in your career area or other careers*. *How do they describe themselves?*

*Kobe Bryant's strategy for young athletes he trained =
Surround yourself with a high performance mindset & work hard every day!

Step 4: Fine Tune Your Resume to A Specific Job

- Identify **key words and phrases** in a job posting;
  look for repeated words OR phrases + important words
- Repeat those key words in your Resume and your Cover Letter
- Helps if you structure & order your resume, using the job requirements
- You must *psych out* WHAT the Hiring Manager wants and clearly communicate you offer those skills and qualifications
- Bonus strategy:
  also research the *hiring company* and include specific details in your resume Purpose Statement + your cover letter.

Great resumes – punch out your unique qualifications, and ECHO what the job description asks for.
ONLY about 2-5% of the applicants fine tune their resumes to a specific job – SO YOU WILL STAND OUT!

Step 4 Fine Tune Your Resume and (Cover Letter*, if requested)

Checklist:

- ✓ **I have completed my job and company "research":**
  - ✓ Have I examined the Job Description to identify Key Words and Requirements?
  - ✓ Have I researched the Hiring Company (Internet...) & included why I want to work for that Company?

- ✓ **I have fine-tuned my words and format:**
  - ✓ I have fine-tuned my resume (and cover letter) language and details for the job requirement and the company.
  - ✓ My format is easy to read and highlights my greatest qualifications

** Your Cover Letter gives you another chance to speak directly to the Hiring Manager about your Qualifications and interest in this specific job and company.*

Show the Hiring Manager –
You have **listened** and **heard** what they want & need!!

Resume Coaching Support Offer

My Coaching Offer: *Wherever you are in your Resume Writing Process….I would like to offer you <u>one-two, 30-45 min</u>. follow-up coaching meetings*

My Fee: at least 1 day *before we meet* you need to send me your "progress report" and *attach* the worksheet, or next draft resume or…*evidence you have been working on making progress on your Resume Steps.*

Thank you for your time and attention tonight, Susan

Remember: Amanda Dorman suffered from <u>a speech impairment</u> in childhood AND writer's block before she wrote *the Hill We Climb* and read it at President Biden's inauguration.
She's reading another poem at the beginning of the 2021 Super Bowl!