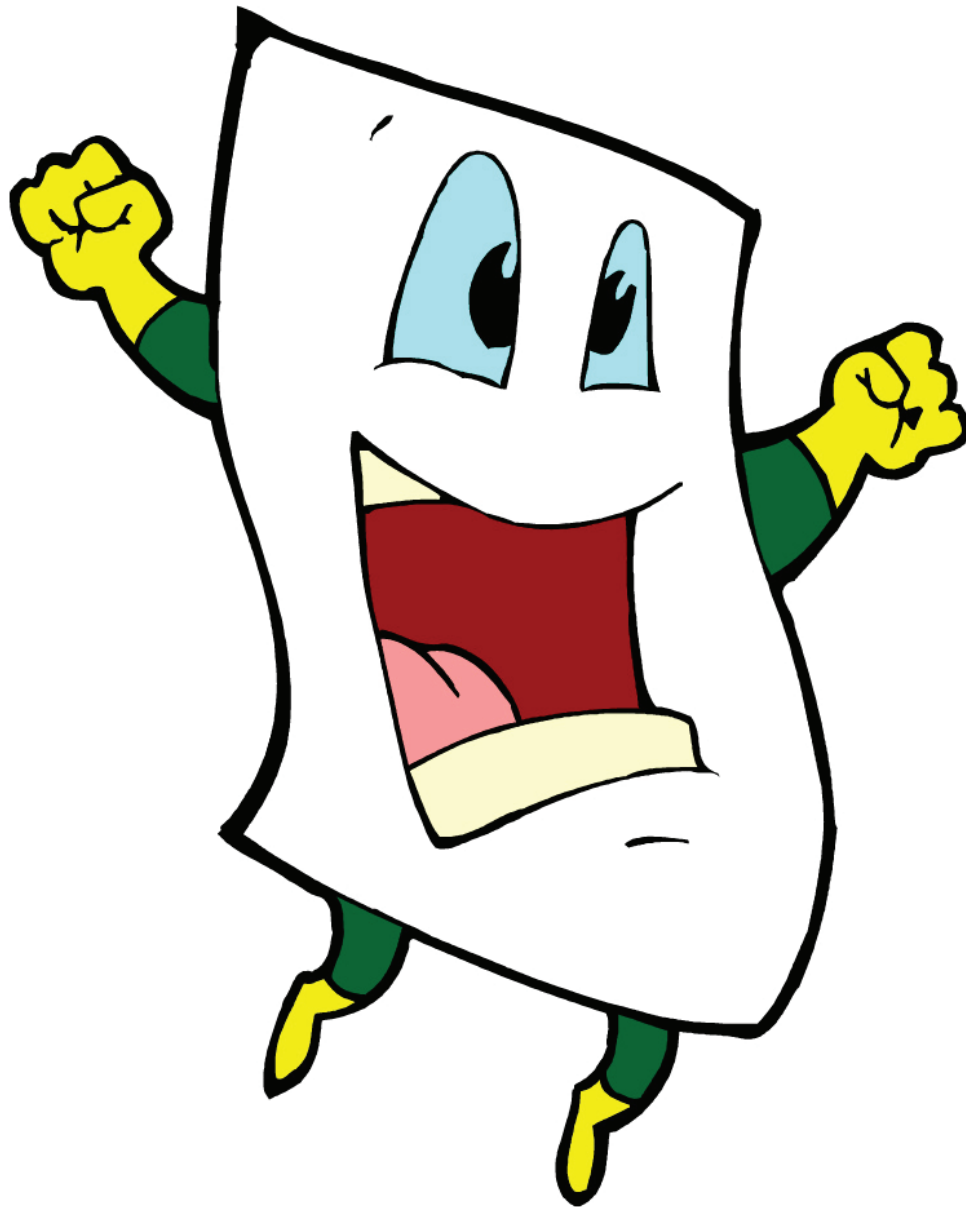
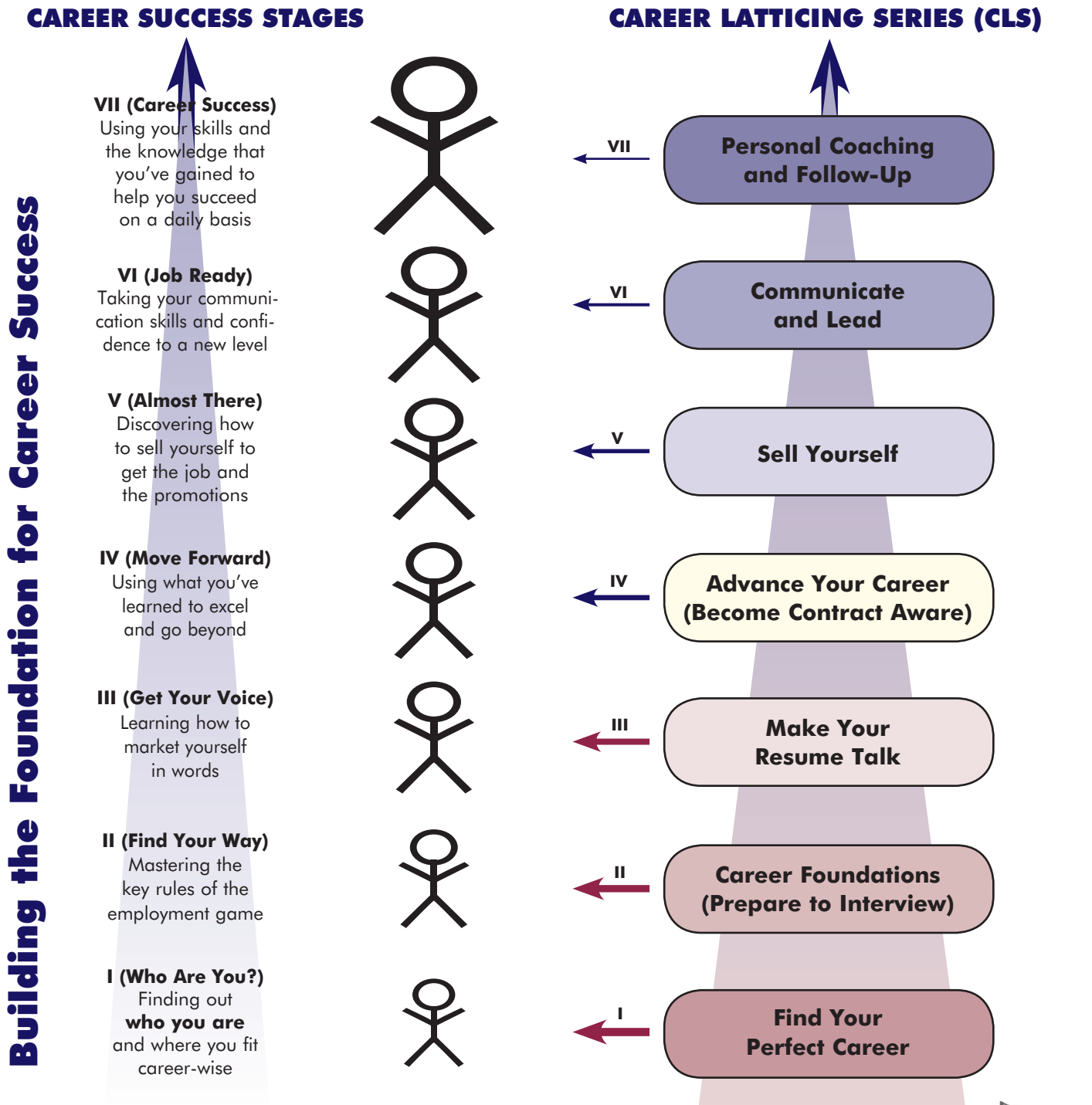


Make Your Resume **TALK**



The Avadon Group 7-Step Path to Career Success

The objective of the Avadon Career Latticing Series Program is to help individuals rethink their career, prepare them to make a meaningful contribution, help them to create the road map that ensures the best chance of employment and career success, and provide the navigational tools that will get them to their desired destination.



Is Your Resume... An Advertisement?



OR

I

Is Your Resume An Obituary?



II

Can You Find

1. The specific job you want now?
2. How good you are?
3. Any I's or My's?

III

Essential Elements on a Resume

- | | |
|--------------------|---------------------|
| 1. Heading | 5. Computer Skills |
| 2. Objective | 6. Education |
| 3. Certifications | 7. Military Service |
| 4. Work Experience | 8. Activities |

IV

Heading

6 Possible Elements

RICHARD A. HART
 P.O. BOX 563
 HOLLY SPRINGS, NC
 (919) 851-XXXX (H)
 (919) 753-3745 (C)
 panic007@hotmail.com

V

Heading

6 Possible Elements

	RICHARD A. HART	
P.O. BOX 563		(919) 851-XXXX (H)
Holly Springs, NC	rahart007@aol.com	(919) 753-3745 (C)
RICHARD A. HART		
P.O. Box 563, Holly Springs, NC 27540 rahart007@aol.com (919) 851-XXXX (H) (919) 753-3745 (C)		

VI

Your Objective

1. Is the hardest part to write
2. Must be written first
3. Must be targeted to the job you want
4. Must be an offering objective, not a seeking or historical one
5. Should be no more than three (3) lines, not three (3) sentences
6. Should include any languages, if you have them

VII

Targeted Objective

1. Your targeted job
2. Your targeted company
3. The experience and skills you can bring to the targeted job

VIII

Objective Examples

1. Seeking a challenging position with a growth-oriented company where I can use my skills, have a chance for advancement, and grow the company's revenue.
2. Electrical Engineer

IX

Objective Examples

3. Electrical engineer with ABC Company bringing 15+ years experience and skills in electrical troubleshooting, power distribution, and power line construction. Fluent in Spanish.
4. Electrical engineer with XYZ Company bringing intern experience, recent degree, and skills in electrical conduits, power analysis, and electrical forecasts, plus computer skills.

X

Objective Examples

5. Seeking a challenging career with a growth-oriented company where I can grow your revenue and have a chance for advancement.
6. Administrative assistant with SAS bringing 10 years experience and skills in listening, problem-solving, organization, time management, and accuracy, plus computer skills.

XI

Objective Examples

7. To obtain a programming position where I can use my experience and skills to help you with troublesome projects.
8. Programmer with IBM, bringing 15+ years experience and skills in coding, team-building, documentation, and problem-solving, along with complete understanding of the lifecycle process.

XII



Certification/Licenses

- 1. Must support your targeted job
- 2. If not, place these at the bottom of the resume

XV

Work Experience

- 1. Use self-contained, bulleted statements that support your objective. Keep statements to no more than three (3) lines.
- 2. Bulleted statements must start with action verbs.
- 3. A task statement is not enough.
 - a. **Example:** Led team in planning and analyzing product distribution.

XVI

Work Experience

- 4. You must show how good you are or were:
 - a. **Example:** Led three-member, diverse team in planning and analyzing product distribution that resulted in reduction of two routes, two trucks, and two drivers, and saved the company \$300,000 in first year.

- 5. Do not overuse lead-in words
- 6. Do not use paragraphs

XVII

4 Ways to Show Results

- 1. Quality
- 2. Quantity
- 3. Production
- 4. Cost/Revenue

XVIII

Notes:

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ERNIE

Alley #3
Corner Market and Broadway
Megapolis, NY 10012
(212) 432-4432

OBJECTIVE

Housecat with Hart household bringing 8 years experience and skills in Killing rodents, using highly developed purring mechanism, and affectionate and rare willingness to follow established, plus stud potential.

CERTIFICATIONS

Expert Cat, Tom and Jerry Associates, Hollywood, CA 2008
1-year intensive training with Tom of famed "Tom & Jerry" partnership
Passed all tests and graduated with high honors
Earned 50% of training costs performing stud services

RELATED EXPERIENCE

Barn Cat, Westchester Estate, New York, NY 2003-2009

- Ensured day-to-day rodent and small animal control for two story, 35,000 sq. ft. barn and consumed an average of 5 rodents per day that exceeded quota by 20%.
- Achieved 37% reduction in barn swallow population through constant hunting and quick moves.
- Awarded feline leukemia inoculation after 1-month service that guaranteed a continued place in live.
- Earned in house privileges for outstanding service and following established guidelines after only 2 months on the job that resulted in winning owner's heart.
- Adapted quickly to in-house living after developing attention by purring at opportune times and finding father's lap to sleep in.

Alley Cat, Wiltshire Boulevard, Los Angeles, CA 2001-2003

- Successfully maintained territorial boundaries of 4 square block area in notoriously competitive and dangerous locations that developed high degree of stability in urban survival, hunting, and scavenging.
- Honored by co-cats for consistent expertise in maneuvering safely and adroitly through heavy skateboard, auto, and roller blade traffic that demonstrated agility and street safety.
- Sired at least 2 litters over 9-month period that demonstrated who was The Cat.
- Praised by owner as "the friendliest, yet ferocious, cat that has unlimited value."

EDUCATION

Cat Obedience Major (completed 1 year), Tamed Felines University, Raleigh, NC

ACTIVITIES

President, Hairball Anonymous
Dogs Beware Volunteer

Preparing Your Elevator Speech

An **elevator speech** is a term taken from the early days of the Internet explosion when web development companies needed venture capital. Finance firms were swamped with applications for money, and the companies that won the cash were often those with a simple pitch. The best were those that could explain a business proposition to the occupants of an elevator in the time it took them to ride to their floor. In other words, an elevator speech that worked was able to describe and sell an idea in 30 seconds or less. Today, an elevator speech can be any kind of a short speech that sells an idea, promotes your business, or markets you as an individual.

An elevator speech is as essential as a business card. You'd better be able to quickly and concisely say who you are, what you do, what you are interested in doing, and how you can be a resource to your audience. If you do not have an elevator speech, people will not know what you really do.

Know Your Audience: Before writing any part of your elevator speech, research your audience. You will be much more likely to succeed if your speech is clearly targeted at the individuals you are speaking to. Having a "generic" elevator pitch is almost certain to fail.

Know Yourself: Before you can convince anyone of your proposition, you need to know exactly what it is. You need to define precisely what you are offering, what problems you can solve, and what benefits you bring to a prospective contact or employers.

Answer the following questions:

1. What are your strengths?
2. What adjectives come to mind to describe you?
3. What is it you are trying to "sell" or let others know about you?
4. Why are you interested in the company or industry your target/audience represents?

Outline Your Talk: Start an outline of your material using bullet points. You do not need to add any detail at this stage; simply write a few notes to help remind you of what you really want to say. These points do not need to be complete sentences.

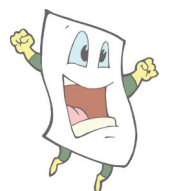
You can use the following questions to start your outline:

1. Who am I?
2. What do I offer?
3. What problem do I solve?
4. What are the main contributions I can make?
5. What should the listener do as a result of hearing what I have to say?

Finalize Your Speech: Now that you have your outline, you can finalize your speech. The key is to expand on the notes you have made by writing out each section in full.

To help you do this, follow these guidelines:

1. Take each note you made and write a sentence about it.
2. Take each of the sentences and connect them together with additional phrases to make them flow.
3. Go through what you have written and change many long words or jargons into everyday language.
4. Go back through the re-written material and cut out unnecessary words.
5. Finalize your speech by making sure it is no more than 90 words long.



Commonly Asked Interview Questions

1. Tell me about yourself.
2. Why did you leave your last job?
3. How much do you know about our company?
4. Tell me about your last job?
5. What are your strengths?
6. What are your weaknesses?
7. Where do you hope to be in five years from now?
8. What is it about our company that appeals to you?
9. What do you think you can bring to this company?
10. Knowing what you know about this job and our company, would you make changes if you were offered this position?
11. Describe a critical day in your last job?
12. Why should I hire you?
13. Tell me about your previous boss.
14. Do you consider yourself a team player?
15. What is the biggest problem you faced in your last job and how did you solve it?
16. I am going to give you a hypothetical situation, and I would like to know how you would handle it?
17. If I were to call your former boss, what would he or she be likely to say about your strengths and weaknesses?
18. What did you like best about your previous job?
19. What did you like least about your previous job?
20. Based on what I see in this resume, you seem to be overqualified for this position... what do you think?
21. What do you like to do in your spare time?
22. What kind of salary do you require?
23. If I were to hire you, when could you start?
24. With your experience, why have you not found a job in the last two months?

Notes:

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Behavior Interview Questions

1. Describe a time when you had to handle multiple tasks at once. How did you determine what order to complete the work? Were there times you were unable to complete them, and, if so, why?
2. What suggestions do you have for motivating employees to meet departmental goals (individual and team)? Give specific examples.
3. Step-by-step, describe how you would handle a performance review. How would you handle positive and negative reviews?
4. Describe how you would handle communicating information to your employees. How would you know if they understood what was expected of them?
5. Describe a time when you had made an important decision and you did not have the necessary information. How did you handle it and what were the results? Were your superiors or constituents pleased?
6. Describe a time when you had to solve a problem or handle a difficult situation. What was the process you used? What did you do to overcome the situation?
7. Describe a time when you showed excellent customer service. Was the customer satisfied with the results?
8. Describe a time when things did not go as planned. How did you react? How did others react?
9. Describe when you made a major sacrifice to achieve a work goal.
10. Describe a time when you worked effectively under a great deal of pressure. Looking back, what would you have done differently?
11. Describe a time when you had to deal with a personality conflict with a boss or co-worker?
12. Describe a time when you had to make a decision that you knew would be unpopular? How did others react?
13. Describe a time when you showed a lot of creativity or initiative.

Questions to Ask an Employer During an Interview

Select the ones that fit a job you are going for:

1. Where does the job fit into the organizational structure?
2. Who would be my immediate supervisor and to whom does he or she report?
3. What are the qualities you want in the person that fills this job?
4. What is the potential for growth in this position?
5. What is the promotional path I might follow?
6. Is this a new position? If not, why did the last person leave?
7. Please describe the duties and responsibilities of the position as you see them?
8. How is an employee evaluated and how often is this done?
9. Is it company policy to promote from within?



Make Your Resume Talk

10. What is the company's record for financial stability?
11. What characteristics does a successful person in your organization have?
12. How many people would be I supervising?
13. What is the size of the department I will be working in?
14. How do I handle performance evaluations and salary reviews?
15. What training opportunities are available in this company?
16. Could you tell me about the structure of the department and the organization?
17. Is there something unusually demanding about the job that I should know about?

Last: At the end of the interview, if they ask if you have any other questions, you should say, "I have no other questions, but I would like to summarize how my skills match what you are looking for. (For example, I have a great work ethic, a positive attitude, and I am neat and clean in all my duties. I try to do my job without being noticed — or in the way of the customers. I am never late, and being on the job every day is important to me. I have many fix-it skills that prevent calling in repair people to take care of the incidentals or things that I am prepared to fix, which will cut down on expenses.) I have enjoyed talking with you today. I look forward to starting work here, and doing the job you expect of me."

Learning From the Interview Experience

1. Did I look my best?
2. Did I do a good enough job of preparing and learning as much as I could about the company, the position, and anything else related to the job?
3. Did I arrange things ahead of time so that I arrived at the interviewer's office in plenty of time, and in a relaxed state of mind?
4. Did I observe proper business etiquette from the moment I arrived until the moment I left?
5. Did I carry myself with poise and confidence when I first walked into the interviewer's office?
6. When I was given the opportunity, did I present an overview of myself in a focused and concise manner?
7. Was I an active, focused listener throughout the interview?
8. Was I able to answer questions in a calm and confident manner?
9. Did I show enthusiasm for and interest in the job?
10. Did I tie in my skills?

Notes:

Mini-Resume Business Card

A mini-resume business card is a short, positive document that will entice a person to read your resume. It is also great for networking with recruiters, human resources personnel, and with individuals who offer to help you find jobs. It is not magic, but sometimes works like it is.

First, you have to prepare your advertisement resume. Then, you decide what accomplishments you think best sells your experience and skills. The card must be targeted to a specific job. That means you might need to prepare more than one card.

Below is a comparison of the basic business card that we sometimes refer to as a “date card” — because it only has contact info (name, address, phone number, and email address... and sometimes the area you used to work in). It does not indicate that you need help in finding a job.

In the Career Latticing Series mini-resume business card, we use the word “seeking” to show you are looking for a certain job.

Basic business “date card”:

Richard A. Smith
 Sales Director

44 Stonehenge Avenue
 Raleigh, NC 27500
 (919) 324-1044
 rasmith44@msn.com

Basic mini-resume business card:

RICHARD A. SMITH
 Seeking Sales Management position

Sales Manager bringing 15+ years experience and skills in listening, problem-solving, negotiations, making presentations, and closing deals that exceed quotas.

(919) 324-1044 rasmith44@msn.com

The best mini-resume business cards are the ones that give examples of qualifications on one side and show the results of how your skills have created accomplishments on the other side.

Side 1:

RICHARD A. SMITH
 Seeking Sales Management position

- Developed and executed strategic sales plan after market analysis that delivered annual revenue of \$50 million and gross margin of 32%.
- Shortened sales cycle time by 15% after implementing salesforce.com.
- Built sales team to #1 ranking in large company.

(919) 324-1044 rasmith44@msn.com

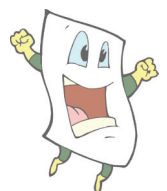
Side 2:

RICHARD A. SMITH
 Seeking Sales Management position

- Conversational Spanish
- Focused on getting customers to buy
- Expertise in listening, live presentations, and problem-solving
- Advanced in Word, Excel, and PowerPoint
- BS in Marketing/Human Resources

(919) 324-1044 rasmith44@msn.com

You will find that these mini-resume business cards will get read and will open employment opportunities for you that an ordinary “date” business card will not.



How to Make Your Resume Talk

1. You cannot write good work statements with results by staring at your resume or scratching your head. You must talk about each job and project, and record that communication.
2. When you play that recording back, you will find the words that you need to show results.

XIX

Interview Yourself

1. How good was I?
2. What happened as a result of performing the project or task?
3. Did I save the company any money or increase revenue as a result of my efforts?
4. How accurate was I?
5. Was I ahead of schedule or did I just meet the schedule?

XX

Interview Yourself

6. Did I supervise people? If so, how many?
7. Did I exceed my quota? (Show me the numbers.)
8. What was my role on the team?
9. What impact did I make?
10. Do the results jump out at the reviewer?

XXI

Results Examples

- Responsible for processing 900 cases in a timely manner, to eliminate any lapses of assistance payments to the landlords, on a monthly basis.
- **Worked tirelessly with accounts payable section while processing 900 monthly cases, which resulted in meeting strict deadlines and eliminating all lapses for assistance payments to landlords.**
- Copied confidential client medical records.
- Processed in-coming and out-going mail.
- Assigned cases to the unit case manager.
- Authorized payment for clients' medical summaries.
- Ordered and maintained supplies

XXII

Results Examples

- Lead due diligence on acquisition candidates, to ascertain manufacturing and operations capabilities and synergies.

Core Competencies

- | | | |
|-----------------------|-----------------------|----------------|
| ✓ Leadership | ✓ Proficient in Excel | ✓ Analysis |
| ✓ Process Improvement | ✓ Problem-Solving | ✓ Presentation |
| ✓ Results-Oriented | ✓ Quick-Learner | ✓ Influencing |

XXIII

Computer Skills

1. You must show your level of ability in each one.
2. If you have many computer skills, use a technical addendum.

XXIV

Technical Addendum

<u>Category</u>	<u>Experience or Knowledge Level</u>	<u>Last Time Used</u>
Word	Advanced	2012
Excel	Intermediate	2012
Visio	Knowledgeable	2011

XXV

Education

1. Show only degree program here
2. Do not mix training with education
3. Use one line: degree, major, school, location
 - a. **Example:** BS/Computer Science, University of Maryland, College Park

XXVI

Education

4. Only show graduation year if degree is less than 10 years old
 - a. **Example**
BA/English, Duke University, Durham, NC 2004

XXVII

Military Service

1. Show branch of service and years of active or reserve duty
 - a. **EXAMPLE**
U.S. Army 4 years

XXVIII

Activities

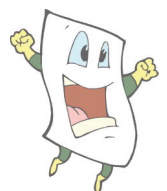
1. This is critical — shows your chemistry outside of work
2. Show current or past activities
3. Show activities, not interests
4. Don't list religious or political activities
5. Use fitness, things you give back, or unusual items

XXIX

Activities

6. Activities build relationships, for example:
 - a. Aerobics
 - b. Competitive basketball
 - c. Charity volunteer
 - d. Mentoring children
 - e. Habitat for Humanity
 - f. Quilting
 - g. Golf
 - h. Fundraiser
 - i. Toastmasters
 - j. Heart Warmer

XXX



References

- 1. References are not part of your resume
- 2. You need three (3) references, and you must get permission to use them as references
- 3. Example:
Peter A. Smith Peer for 6 years
P.O. Box 411
Charlotte, NC 29510
H: (704) 822-XXXX

XXXI

Resume DOs

- 1. Use a targeted objective
- 2. Show results with all your tasks
- 3. Show the level of ability for all your computer skills
- 4. Put activities on your resume
- 5. Use 1-inch margins all around

XXXII

Resume DOs

- 6. Use 11- or 12-point type size
- 7. Use side captions, not center captions
- 8. Use ALL CAPS for name and side captions
- 9. Put all dates to the far right

XXXIII

Resume DON'Ts

- 1. Don't use a solid line extending across the page
- 2. Don't just show your tasks
- 3. Don't include detailed info more than 12 to 15 years old
- 4. Don't just use lists — bring details to life

XXXIV

Notes:

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What Points to Put in Bold on Printed Resumes

1. Name
2. All side captions
3. Entire objective
4. Two or three (3) complete, bulleted statements that best support your objective

XXXV

What Points to Put in Bold on Printed Resumes

5. Job titles that support your targeted job
6. Certifications that support your targeted job
7. Any education that supports your targeted job

XXXVI

How to Get a 1-Page Resume

1. Use a 2-line heading
2. Use 8-point type size in blank line spaces instead of the 12-point type size used in your statements
3. Use one (1) line to show job title, company, location, and dates
4. Use one (1) line to show degree, major, school, location, and year graduated (if used)

XXXVII

How to Get a 1-Page Resume

5. Leave off "References available upon request"
6. Show only the last 12-15 years of work experience
7. Use ½-inch margins all around
8. Shorter is better, as long as it describes what you did and how good you are
9. Use only 8 to 10 statements

XXXVIII

Interview Musts

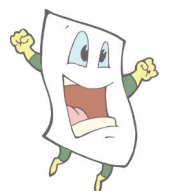
1. Dress properly
2. Be on time
3. Be prepared
4. Expect a crazy question or two
5. Answer honestly, but offer additional details on your strengths
6. Don't sound like a recording

XXXIX

Interview Musts

7. Remember, some silence is good
8. Take your time when you enter
9. Ask the first question
10. Don't be afraid to be yourself
11. Don't over-answer
12. Make your case in writing
13. Breathe

XL



CLS Resume Tips

1. Put your name above everything on your resume (ALL CAPS, type size 14, and bold typeface). If not, a computer scan may pick up your address as your name if it is the uppermost thing on your resume.
2. Delete all solid lines that run clear across the page as they could stop a computer scan on certain software.
3. Use an Offering Objective for a specific job(s) as writing a generic objective and resume will not be as effective and may not get read.
4. Use a Targeted Objective, not a summary of qualifications profile.
5. On you work experience line, show job title first (bold it supports your targeted job), then company (not bold or all caps), location and time in job. All of this should go on one line.
6. Use self-contained bulleted statements that include task, process and result — NO paragraphs.
7. Show your level of ability under work experience with a bulleted statement (i.e., Learned life skills in listening, problem solving, communication, negotiation [or whatever you learned] that is present at every job performed.)
8. Put activities on your resume — these show your chemistry outside of work and could build immediate relations with reviewer.
9. Ugly resumes do not get read — use 12 point font size in the body of the resume (11-point minimum); balance your heading and use 1-inch margins all around.
10. Use CPR and bring your resume to life. Change your life history, obituary resume to an advertisement resume. Show a RESULT with every task. If needed, combine 2-3 tasks to create that result.
11. Do not just rely on spell check.
12. Do not be afraid to put a quote as one of your work statements.
13. Do not mix training with education.
14. Have you bragged enough to show you deserve an interview?
15. Does your resume look nice? Does it have a good format and enough white space, or will it get tossed before it is read?
16. Have you been consistent on your resume?
17. Have you emphasized what you want them to read about you in the first 30 seconds?
18. Have you prepared a mini-resume business card?

Next Steps

- Continue to utilize the skills and understanding gained in the first three Avadon Group CLS classes, and make time to practice and develop them further.
- Continue the process of lifelong learning and the essential career-building path you've begun with these CLS classes.
- Take the next step in the CLS series — **Advance Your Career.**

