



## The Art of Finding Work

By Nick Kossovan

### Your Resume's Goal: Aiming for WOW!

In 2021, antiquated as it may seem, employers and recruiters still ask for your resume (afterward, they'll visit your LinkedIn profile and check your digital footprint). I don't foresee this changing anytime soon.

Your resume is your primary marketing tool presenting a concise summary of your experience, skills, knowledge, credentials, and education. Envision your resume as a brochure selling what

you're able to offer employers.

It's no secret it's raining resumes these days; therefore, your resume needs to be competitive. It needs to clearly show how you created value for your employers, not that you just put in clocked time.

Your resume will solicit one of 3 responses:

- No
- Yes
- WOW!

You're aiming for WOW!

There are 4 cardinal rules to follow to create a resume that WOWs:

1. Respect your reader (Be a good date for the reader.)
2. Create continuity (Show career progression.)
3. Show quantified results. (Employers don't hire opinions.)
4. Don't undervalue the importance of keywords. (Assume your resume will be vetted via an applicant tracking system.)

When I read a resume, I look for answers to the following questions:

- Can I relate to your career narrative?
- How did you add value to your current and past employers?
- What is your career direction?

Of the 1,000's of resumes I've read; the majority are simply a list of opinions. The predictable "I'm a team player," "I'm a fast learner," "I'm detailed oriented" appear on almost every resume. Rare is the resume that quantifies. If you can't quantify, then it's an opinion.

**HARD TRUTH:** Employers don't care about your opinion; they care about the results you can achieve. What you think of yourself is a far second to what your resume's reader will think of you by what your resume conveys. Just because you claim to be XYZ does not mean you are XYZ. Prove it undeniably (i.e., "Exceeded quarterly sales targets." vs. "For the past 14 quarters exceeded quarterly sales targets by \$25,000 to \$45,000.")

Businesses revolve around numbers, so should your resume; keep this in mind when interviewing.

Remember my column a few weeks back, 'There's No Universal Hiring Methodology'? -there's no such thing as a "killer resume." Don't sweat your resume's format, or whether it's in reverse chronological or functional. Focus on telling a great ongoing career story, quantifying your accomplishments, having no grammatical errors or typos, and keeping it to 2-pages.

Your goal, the reason you want your resume to WOW, is to make the reader say to themselves, I must meet this person!

When it comes to your resume's format, design it for skimmability. With a quick scan, the reader should grasp your expertise and have a solid understanding of your core skills, accomplishments (I repeat: Quantified), and career direction. Since the reader's eyes naturally return to the left margin once it's ready to move on to the next line of text, don't center your text. Align your text to the left, even your section headings. This significantly improves readability. Don't justify your text. This setting leaves uneven gaps between words making the text harder to read. You don't earn points for creativity. All points are earned via your content. Creative resumes aren't more effective than a 2-page resume that WOWs. Most employers find "creativity" frustrating. As well, assuming your resume will be passing through an ATS, a resume with bells and whistles can't be read by the computer and therefore will be discarded. Save your creativity for your portfolio.

One last word on your resume's format, have generous margins. Resumes with text crammed edge to edge look messy and unprofessional. Bottom and top margins should be no less than 0.5", your side margins no less than 0.75".

The contents to include in your resume:

- Contact information
- Resume summary
- Professional experience
- Skills/Certifications
- Education

I realize constructing a resume to do all the above-mentions asks a lot from a 2-page document; however, I've seen it done.

In next week's column, I'll discuss presenting your contact information, which most jobseekers don't enough credence. In the meantime, brainstorm the following:

- Details about your current and past roles
- Accomplishments you're proud of (remember to quantify)
- How you compared to your peers
- Career milestones and firsts

## Difficult Decisions Ahead for the Canadian National Exhibition as the City of Toronto Extends Cancellation of In-Person Major Events through to Labour Day

Organizers of the Canadian National Exhibition (CNE) have been optimistically preparing to welcome back visitors this summer, following last year's unprecedented decision to cancel its 18-day in-person event that resulted in a financial loss of \$6 million. Today's announcement by the City of Toronto to extend the current cancellation of in-person City-led and City-permitted major outdoor events through to Labour Day, will impact major festivals and events for a second year in a row, including the CNE which was scheduled to take place August 20 to September 6, 2021. With the extension of public gathering limits into the summer months, the CNE, as it has been known and loved by generations of Torontonians and visitors, will not be able to proceed.

"The Canadian National Exhibition Association understands the significant impact that the COVID-19 pandemic is having on major events across the country planned for summer 2021," says John Kiru, President of the Canadian National Exhibition Board of Directors. "While we understand the importance for public health authorities to take necessary measures to stop the spread of COVID-19, we are also conscious of the impact the cancellation of the CNE will have for its attendees, vendors and the many youth employed for the event." Kiru adds, "The CNEA is committed to working closely with its many partners, including the City of Toronto and provincial and local public health authorities, to plan towards a phenomenal event in 2022, when we can again come together in large numbers to celebrate. But we need adequate COVID-relief funding from the federal and provincial governments to

see it through." Last year's historic decision to cancel the fair marked only the second occasion in its 142-year history, and not since WWII, had the CNE closed in its entirety. The absence of the 18-day fair resulted in a loss of \$128 million economic impact to the Province; and more than \$35 million of lost potential earnings from ticket sales, exhibitor commitments, sponsorships and other income streams as a result of its cancellation. "What happens in the next few months will be a watershed moment for the organization and the legacy of Canada's largest fair," says Darrell Brown, CNE Executive Director. "Today's announcement by the City means that the CNE will have to reassess the financial viability of surviving a second consecutive year of lost revenues totalling up to \$70 million."

## O'TOOLE'S CARBON TAXES WOULD COME WITH BIG COSTS FOR FAMILIES

By Franco Terrazzano and Kris Sims  
Canadian Taxpayers Federation

Erin O'Toole's proposed carbon taxes would cost you more to heat your home, put food on the table and drive to work.

The leader of the Conservative Party of Canada broke his promise and announced that, if elected prime minister, he's going to impose his own carbon tax at \$50 per tonne on gasoline, diesel and natural gas. He's also planning a second carbon tax.

This comes as a surprise and betrayal to a lot of people.

When running for party leader, O'Toole signed the Canadian Taxpayers Federation pledge promising to scrap the carbon tax.

It read: "I will: immediately repeal the Trudeau carbon tax; and, reject any future national carbon tax or cap-and-trade scheme."

O'Toole's carbon tax on fuel and home heating would obviously break that promise.

And O'Toole is planning on imposing two carbon taxes.

Yes, two.

O'Toole is following Prime Minister Justin Trudeau's plan to create a second carbon tax. It's tucked into the regulations for fuel standards. When companies can't meet Trudeau's targets, they pay the tax and pass the cost on to consumers.

O'Toole is planning to modify Trudeau's second carbon tax and base it on British Columbia's version of the scheme.

In B.C., the second carbon tax adds about 14 cents per litre of gasoline and 15.5 cents per litre of diesel.

B.C.'s gas prices are coming to a town near you.

Let's do the math and figure out what O'Toole's two carbon taxes would cost.

O'Toole's combined carbon taxes will cost about 25 cents per litre of gasoline, 29 cents per litre of diesel and about 10 cents per cubic metre of natural gas.

The average home in Canada uses about 2,442 cubic metres of natural gas per year, so O'Toole's carbon tax will add \$239 to the bill.

What do O'Toole's taxes mean for family vehicles? Buckle up.

These carbon taxes will cost about \$19 extra to fill a minivan and more than \$30 extra to fill a pickup truck. Tradespeople drive big diesel pickup trucks, and those can get hit with a carbon tax of more than \$50 per fill-up.

Carbon taxes will cost long-haul truckers an extra \$100 per tank at every fill-up.

Filling up a minivan once a week and a pickup truck twice a month will cost a family more than \$1,700 per year.

That's about the cost of two months worth of groceries for a family of four. And these costs are assuming O'Toole doesn't hike his carbon tax beyond \$50 per tonne. He promises he won't, but he's already planning to break his promise not to impose a carbon tax.

Speaking of groceries, O'Toole's carbon taxes will hit farmers who use natural gas to dry grain and truckers who use diesel to haul food. That raises costs.

It gets worse.

O'Toole is also considering carbon border tariffs on items imported from countries that don't have carbon taxes.

Canada imports fruits and vegetables in the winter. Tomatoes, avocados and peppers come from places such as Mexico, Chile and Florida. O'Toole would make taco Tuesday meals more expensive.

Tequila from Mexico could cost more too. That's too bad because we're going to need it.

What do we get in exchange for paying more to heat our homes, drive to work and feed our families?

O'Toole plans to hand out points for stuff listed in a yet-to-be-announced green catalogue of government-approved swag. Maybe Canadians can cart our expensive groceries home on an electric bike. In Calgary. In January.

Trudeau's carbon taxes are bad policies, but at least some people are getting some cash back for now and they can spend it as they choose.

One thing is certain: O'Toole's surprise carbon taxes are going to cost us a lot of money.

## ONTARIO ADDING 2,000 NURSES TO THE HEALTH CARE SYSTEM

TORONTO — The Ontario government is investing \$35 million to increase enrollment in nursing education programs in publicly-assisted colleges and universities across the province. The new spaces will be available for Fall 2021 and Winter 2022 cohorts and will introduce approximately 1,130 new practical nurses and 870 registered nurses into the health care system.

COVID-19 has exacerbated the gap between the current supply of nurses compared to Ontario's current and future needs across the health care system. Today's announcement is a significant step towards keeping pace with the rising demand for frontline health care workers during the COVID-19 pandemic and beyond, especially in sectors where health care workers care for Ontario's most vulnerable patients such as long-term care, home and community care and acute care.

"Our Government committed to ensuring residents in long-term care receive, on average, four hours of direct care per day. To make this a reality, tens of thousands of new staff need to be hired to provide this care — including registered nurses and practical nurses," said Dr. Merrilee Fullerton, Minister of Long-Term Care. "Today's investment supports our plan to shore up staffing in long-term care and address the need for nurses across the health care system."

In addition to expanding enrollment to support the increase in nursing supply for all sectors of our health system, including home and community care and acute care, this investment will also support the expansion of clinical education placements for nursing students and personal support worker students in the long-term care sector.

Clinical education placements will be supported in the following ways:

Increasing training for clinical experts who oversee students in long-term care placements; and Providing additional funding to ensure dedicated supervision time from clinical experts to support student learning in long-term care.

"Ontarians rely on the exceptional quality of care that health care professionals provide in hospitals and long-term care homes," said Ross Romano, Minister of Colleges and Universities. "Colleges and universities are crucial partners in our goal to provide high-quality care for long-term care residents and all Ontarians. Today's announcement is progress to ensuring that Ontario's healthcare system has the highly-qualified staff needed to provide world-class care for Ontarians and our loved ones."

This investment will help long-term care homes ensure quality clinical placements in long-term care at a time when homes are facing severe staffing challenges. It will also provide registered nurses already in the long-term-care sector an opportunity to grow their careers by working as clinical experts and supervising new students.

"Nurses are a cornerstone of our health care system and are integral to Ontario's fight against COVID-19," said Christine Elliott, Deputy Premier and Minister of Health. "This investment will support and strengthen our nursing workforce and ensure patients can continue to receive high-quality care across our health system, including long-term care, home and community care and acute care."

This investment also supports the government's Long-Term Care Staffing Plan, which was launched last year and sets out actions that will educate, train and help recruit tens of thousands of new health care staff through partnerships with labour partners, long-term care homes, and education and training providers, so that homes can provide an average of four hours of direct care per day to residents.