



Best Practice Tips out of Sourcing and Recruiting for Updating Your Resume

By [Elizabeth Lembke](#)

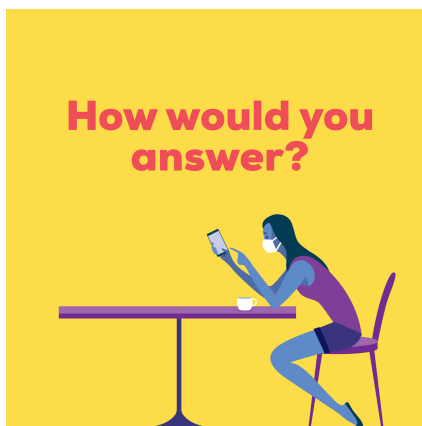
Let's start with the query: Who is a recruiter?

👉 Raise your (*virtual*) hand if you got a bit stumped when it came to looking at your own resume for your next gig?

🗨️ Anybody? Everybody? I am a former talent director and even I went to Quora to ask "What Works"?

There are always quite a few different viewpoints when it comes to what is important to do when looking for a new job. We are going to give you the lowdown on the tips, ideas and perspectives. So grab your cup, put on your thinking cap, and join in for the ride.

Before you dive in - find the right pool for you

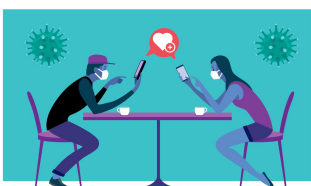


Before you even *start* looking for that next job.

- How are you looking to grow?
- What kind of role do you want your next step to be?
 - E.g. Do you want to pivot/change lanes/try something completely different **OR**
 - Go into the same type of role that you are coming from?
- What is important to you when it comes to how you want to work? Go's/NoGo's

Yes, even in a pandemic - or perhaps *especially* during a crisis when you are reevaluating who you are and who you want to be (professionally), it is important to look at how you want to [design](#) your career. Even if you are no longer gainfully employed, a [plan](#) will help you map your next steps. "What color is your parachute?" is a classic to help guide you through the thought exercises (a [summary](#)) as is the topic of your purpose, which Tim Tamashiro goes into with [Ikigai](#). Two other great resources are some career quizzes from the [Muse](#) and [PrincetonReview](#) to help in your mapping. (*Preview:* There are/will be additional resources on the 🚧 L&D Cares [website](#)/LinkedIn [group](#) pages.)

Where do you even find jobs?



Okay - now that you know what your magic sauce is and what you want to do next, let's get into the nitty gritty of what the seasoned sourcer and recruiter, the wonderful [@DovZavadskis](#), shared with us on the To-Do's out of his Point of View. His POV is peppered with additional spice with some "Chat Tip"s that were collected for a [Talent Brand Alliance](#) call on which this article is based.

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Dov the Recruiter's Top 10 Recommendations

1. Start with what you do not want

- Company, values, product that you know are not a fit for you
- Location, commute, working hours
- Type of employment (*permanent in-house/consultancy / freelance*)
- Team (*working from home/office, as part of a team/alone*)
- Be specific, be honest

2. Step into the shoes of a Recruiter

- Recruiters have a very difficult job. They are overworked, have many different plates to juggle, hiring managers telling them they needed a team member yesterday and a business that might not have the budget for a bigger team. Often the workload, instead of 15 roles at one time, can easily be twice the amount.
- *Ask yourself:* What would they need to know and most want to know about and from you?

3. First steps:

- LinkedIn: Follow companies (*Recruiters can see if you are following their company*); What are the open roles in your niche/location? (set-up reminders)
- Who are the recruiters working for those companies? And who are active on LinkedIn (*do they add value, filter posts/comments*).
- Reach out to Recruiters. Include a personalized message.
- Focus on a long term view. They might not be looking right now, but a great Recruiter will always remember a person who reached out to them and who could potentially fit their company.
- Where to look for jobs? (*Chat Tip: LinkedIn, search #LnDJOBS and niche boards*)

4. Harsh Truths about CV's

- There is no magic template - it's gonna be unique for every person and every industry
- BTW: Yes, it is still good to have one. Fine tune it for the job you want.
- 1 page CV is a no-no (unless you are a Graphic Designer)
- Reminder: Step into the shoes of a Recruiter.
- Layout matters: open door (conversation starter)
- 6 second rule. Is your CV easy to visually scan?
- Your design template can be a suicide when it is uploaded into ATS as it might be not searchable

5. CV Recommendations

- Make sure only relevant information is mentioned. (*Chat Tip: 2-3 pages is the norm. If you need more than that, send people to your website*)
- Talk about your achievements, not requirements of the job
- While writing dates use both year and month. (*Chat Tip: Relevance is key. If your experience is more than 10 years ago and isn't relevant to your current search, you should challenge yourself on whether or not to truncate your resume*)
- Layout matters: open door (conversation starter). (*ChatTip: What are your thoughts on including a succinct description of your company on your resume? Helps add context. At minimum, add industry*)
- Mention languages only if you can use them for work (or if you are still actively learning). (*Chat Tip: "opinion with "soft skills" - if you use the keyword or list a skill, pair it with an example that's impactful*)

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- Cut the buzzwords. (*Chat Tip: "keywords for the job you want. Not the job you have"*)
- Example Tools
<https://app.enhancv.com/onboarding> ,
<https://www.kickresume.com/en/online-web/>
and <https://www.wix.com/cv-resume/website>
- 6. **Give your LinkedIn a Face-Lift**
 - Make sure all info is up to date + using the latest photo
 - Your bio and headline draws the attention - (*bring your awesome Branding skills to shine*)
 - Activate 'Open to new opportunities'
 - Make your profile visible to those you are not connected with. (*Chat Tip: In regards to your LinkedIn profile, you have to make sure your profile privacy is set to public as well. Otherwise at a certain point you become a little gray avatar.*)
 - Audit companies/groups you follow
 - Start creating content and engaging with your community
- 7. **Connect with Brands**
 - LinkedIn: Follow companies (Recruiters can see if you are following.)
 - Who's hiring/ what open roles in your niche/location? (set-up reminders)
 - Who are the recruiters working for those companies? And who are active on LinkedIn? Remember to reach out with a personalized message.
 - Reach out to people in that company who are interesting to you - and may already be in that role/field
 - Focus on a long term view. They might not be looking right now, but a great Recruiter will always remember a person who reached out to them and who could potentially fit their company.
- 8. **Use your Network**
 - Engage with people in your niche (using LinkedIn or other)
 - Connect with people who do what you do in companies you'd like to work for
 - Explore Meetups/conferences (Eventbrite/MeetUps)
 - If you can, be open with your community: "I am looking" (not necessarily public groups)
 - Start engaging in conversation on different groups and understand how the market looks
 - Learning connections: as you upskill or are in different peer groups
- 9. **Job Interview is a Two-Way Street**
 - You are looking for a company just as much as company is looking for a team mate
 - You are both equal
 - Be confident and authentic. Show who you are
 - Make sure you use the most of it
 - Be polite (thank you, show courtesy). (*Chat Tip: "I'm very interested in exploring fit with your company and opportunity. In the spirit of transparency, I am exploring opportunities at a couple of other orgs as well. I know, and want, you to work at the pace that's best for your team and I'll keep you informed of where I'm at in the process, just wanted to be candid."*)
 - Ask questions about the team, culture, tools they use, working environment, growth and evolution (*Chat Tips: "I LOVE sourcing the person previously in the role, or on the team. I ask them about the role, the boss, and why they left. They are so surprised, and brutally honest about their experience, especially if they left the company. ask in an interview is how a company is responding during these times. it's a great question about the culture and the brand"*.)
 - It is OK to say that the opportunity is not for you

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10. Red Flags

- If you get a generic message - you are in a big pool.
 - Recruiter didn't connect with you based on your personalized message
 - Lag in communication (quality/efficiency, being late, not responding at all)
- Replying out of office hours (late in the evening, weekend, bank holidays): work/life or showing how busy they are?
 - Interview questions. Are they too generic and old school?
 - No feedback or follow up after the interview

With that, Dov summarized with his **Golden Rules**:

- 🔑 Recruitment is a two way street
- 🔑 Be honest and don't waste anyone's time
- 🔑 Not necessarily the best person gets the job
- 🔑 Not all requirements mentioned on the job description are important
- 🔑 Do not apply, connect
- 🔑 Be bold and stick to your gut
- 🔑 Don't be afraid to be different

🧠 Open Question Round...



Please feel free to reach out to me, [@ElizabethLembke](#), if I can be of assistance as you enter into this next stage of your career! A huge thanks to [@Dov Zavakskis](#), Freelance Talent Sourcer and Career Coach!

All of us from **L&D Cares** wish you much success in your next career steps!