

# **RESUME DEVELOPMENT - 5 KEY ELEMENTS**

Resume templates are dead - Focus on these key non-negotiable elements to create your YESume.



## **IMPACT**

Clear, concise and easy to read name and contact details? Make sure they are not in a textbox or the header. Is your email address professional? Shared your LinkedIn profile URL? Sections clearly defined with headlines? Consistent format; not template-based?

The reader needs to see how you meet their role and what skills/experience match the job needs within a 30secs scan of your first page.

2

# HOOK

Targeted headline for the role/job title you are after and a career summary 3-6 lines describing: Who you are, what you specialise in and who you help. The benefits of hiring you based on achievements and/or use quotes from others.

Hook them in by using their job title (advertised role or industry target) to be clear what job you are going for. Then the career statement = (5) Benefits, how your experience matches their needs.

3

# **KEYWORDS**

Approx 9-18 bullet points of key skills highlighting your expertise in that specific field – think technical language, industry lingo. Some will match job vacancy keywords and **must** be adapted for each application or for different industries.

Open 4-5 similar vacant jobs up and you will start to see the same industry keywords or skills needed. These go in a section for the reader to skim – be aware that these words need to be repeated and backed up in the Work History section with stories.

4

#### **STORIES**

Your career stories based on achievements, challenges, and a short outline of what you were hired to 'fix' - think of what you did better than others in the same role, how you saved money/time (**never** a laundry list of duties, or what you are expected to do).

Before starting your resume together – sit down and write out your stories, think of challenging days or awesome results. Paint a picture of how many people were involved; quantify results such as money saved/made, time reduced or things improved.

5

#### **BENEFITS**

The first section of your resume (the summary) needs to be written last! Adapted to meet each job application's key needs, you're offering them the **sizzle** - what makes you **different** to everyone else who's qualified and can do the job - WHY they need to pick up the phone and call!

Remember the career summary at the start, to hook them in? Look at the job ad of the person they are after and build your summary from there... it may need to be changed for each role.

Resumes have developed so much in the last 5-10 years; have a look what you've been competing against:

https://careerdirectors.com/learn-grow/awards/toast-of-the-resume-industry-awards-tori/resume-award-winners/



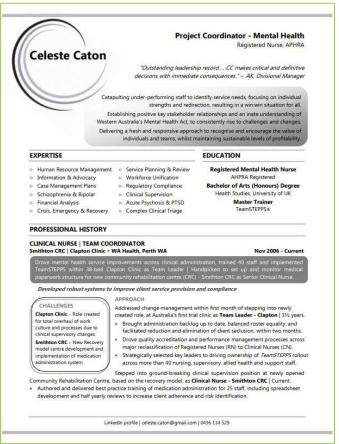
# **RESUME TEMPLATE**



## **YESUME**

Can you find the 5 key elements in the below resumes?





Your resume is unique to you – do not copy someone else's resume because it looks good Use the 5 key elements to avoid having a template. The strategy behind the above Yesume was designed for a specific role that wasn't advertised (the organisation created a new role based on the expertise shown) and it changed later for a new industry.

Just like your fingerprints, your resume is unique to you and the direction you are currently taking in your career journey. No two resumes should ever look the same!

Your resume has one job, one job only – and that's not to get a job!

It's to get the interview... if it's not working, reach out for some help.