

Effective Resume Development

*-While developing a Personal Value Proposition
Summary-*

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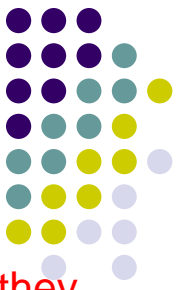
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St Jude Career Alliance Council

Building Blocks to Effective Resume Development:



Step I.) *Compile your personal Success Stories*

(Estimated time to complete this essential first step: 4-8 hours dedicated)

Defined: A brief and concise method of summarizing a truthful personal achievement **be they large or small** in the form of the **situation** that you were in, the **action** that you took, and the end result.

Helpful references and resources to gather for this step: Mid-year and End of year employment reviews / write ups (as many and as far back in time as possible). Professional Awards and certificates. Old resumes which make mention of professional achievements and awards that you may have forgotten. Compile as many Success Stories as you can.

One Success Story example (after word-smithing / shortening to a crisp recite able form)

Situation: Executive management determined that the time required to capture a customer order, assemble the order and then ship the product was deterring customers from purchasing our product. I was tasked with reducing the overall lead time.

Action: Using the equation (Available time / week) / (Customer demand) I was able to calculate the requirement and isolate the process step which produced the overall lead time bottleneck and then automate that process step.

Result: The overall lead time to capture, assemble and ship our product was reduced by 40%.

Intended Take away understanding:

Your personal Success Stories provide the very foundation for Effective Resume Development and more...

Building Blocks to Effective Resume Development:



Step II.) *Extract your marketable skills from personal success stories*

(Estimated time to complete this second step: ~30 minutes dedicated)

Defined: Marketable Skills are those transferable skills employers are seeking and make up the requirements to fill a posted employment opportunity.

From our Success Story example on the previous slide

Situation: Executive management determined that the time required to capture a customer order, assemble the order and then ship the product was deterring customers from purchasing our product. I was tasked with reducing the overall lead time.

Action: Using the equation (Available time / week) / (Customer demand) I was able to calculate the requirement and isolate the process step which produced the overall lead time bottleneck and then automate that process step.

Result: The overall lead time to capture, assemble and ship our product was reduced by 40%.

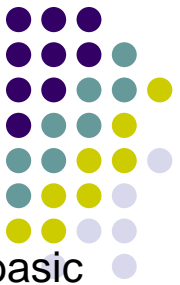
Extracted Transferable Value-Add Skills from the example above:

- | | | |
|-----------------------------------|---------------------------|---------------------------------|
| Customer focused | Statistical Analysis | Process Control Techniques |
| Order Procurement Specialist | Meticulous and Methodical | Operations Process Streamlining |
| Manufacturing Assembly Experience | Process Improvement | Process Lead Time Reduction |

Intended Take away understanding:

Your Personal Success Stories provide you with the means to identify your transferable value-add skills

Building Blocks to Effective Resume Development:



Step III.) **Create a Personal Value Proposition statement**

(Estimated time to complete this second step: ~60-120 minutes dedicated)

Defined: A Personal Value Proposition Statement should provide the reader with a brief basic understanding of what employers will get if they select you to join their team. Additionally, this statement should be positioned in the upper 1/3 of your resume and wordsmithed to *encourage* the reader to want to learn more about you as a candidate for selection.

In crafting a Personal Value Proposition Statement, consider addressing four areas in a clear and crisp brief message:

Your Capabilities – what it is you do and how you do it

Your Impact to an organization – what benefits or difference your capability will make

Your Proof – what Success Story evidence substantiates your relative impact

Your Cost benefit – the implied financial benefit previous employers would acknowledge

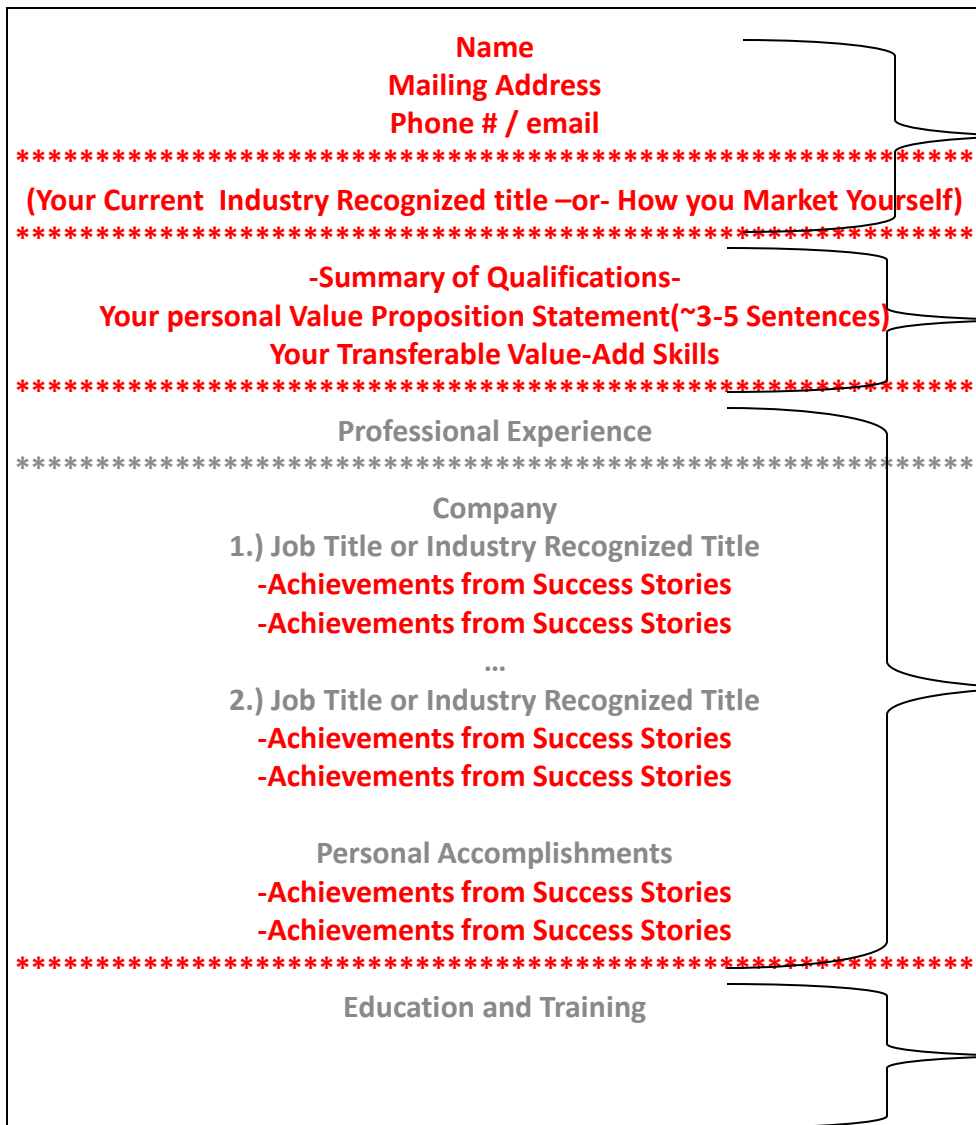
From our Success Story **example** on the previous slides:

“A high-energy Order Procurement specialist with quantifiable experience in streamlining manufacturing and delivery processes. Selected to reduce lead time while improving Customer satisfaction, significant cost, quality and interval improvements within a business and background diversity for creative problem solving in a fast paced environment.”

Intended Take away understanding:

Your Personal Value Proposition Statement should entice the reader to want to learn more while also providing a segway into the remaining document for evidence that substantiates your Personal Value-Add comments

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Sum of the Parts: I - IV

I.) 'Who Are You?'

Know: Adding your 'LinkedIn' profile link below name/address/phone/email is highly recommended

II.) 'What Value-Add skills do you bring to the table?'

Know: Many Search Engines software programs sift through numerous resumes and count the number of times a specific skill shows up on your resume as a part of candidate selection.

III.) 'What are your supporting accomplishments?'

Note 1: If your resume could be classified as 'chronological' and the dates you show are very short in duration, consider a 'combined' resume style that emphasizes your experiences.

Note 2: Avoid listing responsibilities and instead emphasize achievements that link to success stories

IV.) 'What training and certifications do you have?'

Intended Take away understanding:

Designing an intentional information flow pattern increases your chances of 'hooking' the reader

Note: Consider maintaining at least 2 versions of your resume. 1 standard resume and 1 flexible version

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Information Flow:

I.) 'Who Are You?'

Perceived negatives / gaps in information flow:



- Mailing Address not provided
- Phone Number not provided or outdated
- Email address not provided or even *silly* in nature:
 - Example: batman@yahoo.com
- Discriminating information added (Marital Status, # Children, personal photo)
- Current Title is not a common industry recognized title or is not descriptive enough
- Current Title contains acronyms and is assumed to be easily understood by the reader
- Industry Recognized Title does not match or map to the opportunity that you are applying for
- Current Title or Industry Recognized Title not provided or left blank

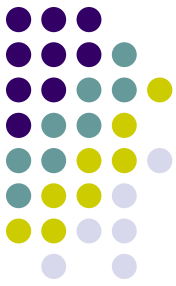


Intended Take away understanding:

Title information must reflect an honest, skills supported reflection of how you are marketing yourself

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Note: "VPS" stands for Value Proposition Statement



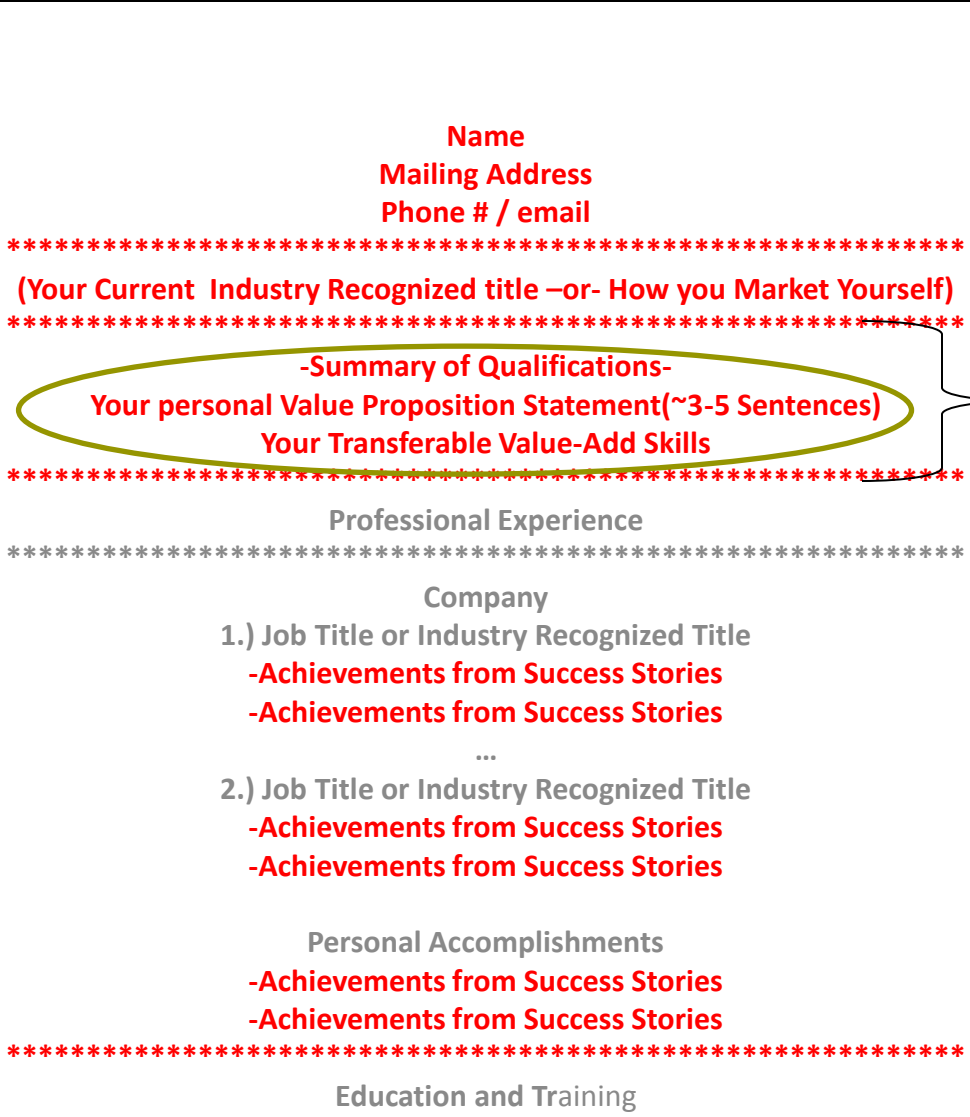
Information Flow:

II.) 'What skills do you bring to the table?'

Perceived negatives / gaps in information flow:



- VPS not provided, only spoken
- 'Professional Objective' (old school) and not VPS
- VPS too wordy & font too small
- VPS filled with industry specific acronyms
- Industry common skill set bullets specific to one industry only
- Skill set bullets use too many acronyms
- Skill set bullets not balanced between hard skills and personal soft skills
- Skill set bullets not supported by professional experience below
- Key skill bullets buried at bottom of Resume



Intended Take away understanding:

The combined Value Proposition Statement (VPS) and Skill Set bullets provide a very powerful brief summary

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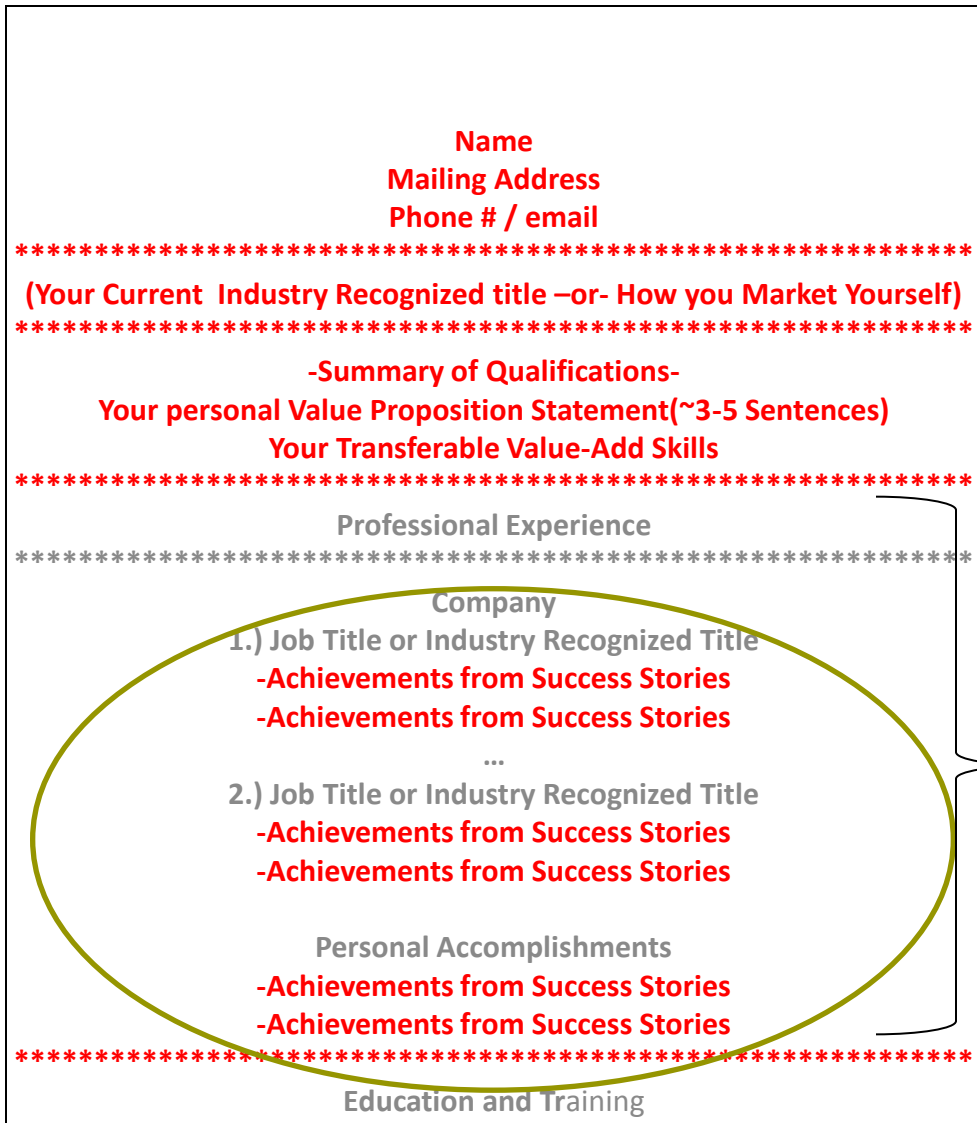
Information Flow:

III.) 'What are your supporting accomplishments?'

Perceived negatives / gaps in information flow:



- Professional Experience is responsibilities driven and should be accomplishments driven
- Professional Experience not bulleted in short concise key words and comments
- Candidate has Professional Experience required by a posted job description, but that experience is not reflected in an '-Achievements from Success Stories'
- Professional Experience lists **multiple** 1-2 year jobs indicating 'job hopper; Experience a mile wide and 1 inch deep'
- Experience emphasizes 'stayed too long at one company'
- No accomplishments listed which emphasize the impact the candidate had on the business (Optional)



Intended Take away understanding:

Upper 1/3 of resume should spark reader interest. Lower 2/3's of resume should compliment upper 1/3

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Information Flow:

IV.) 'What training and certification do you have?'

Perceived negatives / gaps in information flow:



➤ College Graduation year long, long ago. Information flow must emphasize strong experience using acquired skills from degree vs. year degree was attained.

➤ Many jobs list 'degree **or** equivalent industry experience'. Leverage / emphasize experience if no degree

➤ Targeted Opportunity may require skills included in certification or training programs but not broken out, and explicitly listed for hiring consideration

➤ No listing of Management training courses, MS Office skills, specialized business database training, personal development soft skills which can round out information flow of candidate offering

➤ Education only lists college degree while other value add training could be listed

Name
Mailing Address
Phone # / email

(Your Current Industry Recognized title –or- How you Market Yourself)

-Summary of Qualifications-
Your personal Value Proposition Statement(~3-5 Sentences)
Your Transferable Value-Add Skills

Professional Experience

Company

1.) Job Title or Industry Recognized Title
-Achievements from Success Stories
-Achievements from Success Stories
...

2.) Job Title or Industry Recognized Title
-Achievements from Success Stories
-Achievements from Success Stories

Personal Accomplishments
-Achievements from Success Stories
-Achievements from Success Stories

Education and Training

Intended Take away understanding:

Education and Training should compliment Qualifications and Experience sections above for continuous flow