

# YOUR CV NEEDS 7 KEY QUALITIES

## Create a winning CV

Failing to get interviews?

Are you missing out on the best jobs?

Is unemployment costing you lost income?

The majority of people struggle to understand how they can best present their strengths, relevance and capabilities, and most people CVs are just 50-60% of what they could be.



## How you can showcase your credentials at 100%.

Your CV requires 7 key qualities, this guide will show you how you can make sure your CV has them all.

And that it presents you at your best.

So get started now, and read on.

This is a c.15 minute read.



# KEY QUALITY 1

## Fundamentals.....

Name and contact info at the top.

Some people place their contact info and location/address at the back this is a mistake insert your name, location, mobile number and email at the top and front ...

### Structure:

The standard structure for a CV is the easiest one for people to read, with information presented in the following order:

Name | Contact info & location or address | Profile | Skills summary (optional) | Employment history in reverse chronological order (most recent job first) | Educational qualifications | Hobbies & interests

For experienced hires, a 2-page CV is the most popular in the reader's eyes.



# KEY QUALITY 2

## Styling, make it easy on the eye

Simple styles tend to be the best. The only exceptions... if you're a professional designer.

- Use just one font style.
- Two or three text sizes.
- The easiest approach, use the largest text size such as 14, 16 or 18 point for the first line of your CV i.e. Curriculum Vitae and your name
- For headlines use a text size such as 12, 14 or 16 point.
- And for regular text, 10, 11 or 12 point, anything smaller makes it difficult for someone to read.
- Standard/ black text. If you wish to use any colour for a headline/s then dark navy blue is your safest option.
- Avoid underlining and italics, these can easily make a document look messy.

The best CVs have plenty of white space. A common error is people submitting CVs which are text-heavy on the eye.

Making use of line breaks and bullet points.



# KEY QUALITY 3

## Your profile

Including a profile on your CV gives you an opportunity to position your credentials.

Most peoples profiles contain vague statements that anybody could say about themselves.

They're a waste of space!

Here are four ideas to help you create a meaningful profile:

### **Firstly, a basic positioning of yourself:**

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What someone in a hiring seat is expecting, is for you to include 3-5 lines stating your core industry and occupational skills, capabilities and strengths. Keeping it simple with two or three lines may suit you best.

### **Secondly, tailoring your CV...**

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Especially if you're applying for a job in an area or of a type which is new to you. You could state in your profile: my target opportunity is "ABC". The ABC representing the job title/type for which you are applying and in stating that this is your target opportunity, is likely to align you just a little bit more with that different job type.

### **Thirdly, further scope to tailor your CV...**

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The norm is to outline your industry and occupational experience, what you could do, is rather than saying:

- I have experience in the ABC industry.

Is to state instead:

- I have experience, familiarity and interests in the ABC industry, and areas of DEF, EFG, HIJ, KLM and XYZ

The DEF, EFG, HIJ, KLM and XYZ areas to represent areas in which you'd have an interest to work in, and to which you can genuinely bring some cross-transferable skills.

### **Fourthly, including other peoples statements**

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Rather than say you're brilliant, high in energy, a good people person etc, you could instead say how other people have described you or include a testimonial. Any such comments need to align well with the priorities of your target job type. How others describe you can be interpreted as being more convincing. If you were to use this approach, you'd probably combine it with some basic self-positioning.

# KEY QUALITY 4

## Your employment history



List your employment history in reverse chronological order (most recent positions first), people making hiring decisions prefer this.

Hiring managers want to see what you did and where you did it, i.e. consider embedding achievements into your employment history.

A common occurrence is when candidates place a long list of achievements or accomplishments at the front of the CV. Above and separated from employment history.

If you wish to change your job type/career path consider talking with a career coach and ask about the merits of creating and using a functional CV.

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Will the person reading your CV be familiar with the nature of your current and former employers' lines of business?

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Without this, your profile may lack context or relevance.

- People will be familiar with high-profile brands like Amazon, Coca-Cola, Google...

But will they be familiar with your employers' lines of business?

- Even if you've worked for big-name companies, consider nuances, e.g. Amazon online, grocery and Web Services.
- Include a one- or two-line description of your employers lines of business.

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Will it be clear to the reader, what you do and what you have one?

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Some job titles are obscure and, whilst they may be understood within your employer, may mean little or nothing to the outside world.

Consider using straightforward titles like Financial Controller, Project Manager or HR Business Partner.





## YOUNGER

A one page CV? Really.....



One page CVs are fine for first jobbers and young people in the earliest stages of their careers however as you progress in seniority it's unlikely to work well for you.

Once you've developed specialist work experiences, accomplishments and know-how, then you'll need to substantiate this.

A one page CV is unlikely to give the reader enough information on which to make a decision. They may consider you complacent at best, or entitled or lazy at worst.

## OLDER

Aged 40+

Most people add their most recent employment detail onto an old CV.

Resulting in a long CV (4/4+ pages) with excessive detail of dated experience with little or no value.

- Employers are most interested in what you've done in the last 5 years.
- What you did 10+ years ago is of less relevance to the present.
- Cut down the old and less relevant info.

Your early career experiences 15+ years ago may only merit 2-3 lines of content. Just employer name, job title, years of employment and one or two descriptive lines outlining is likely to suffice.

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Standards increase over time and as your level of seniority progresses.

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So understand that the quality of your content may also need refreshing.

## CHECKLIST ITEM 5:

### Facts and figures

You need to showcase your achievements.

Employers look at company names, titles, and employment dates.

Then what they really want to know what you did and, importantly, accomplished.

- The best CVs are those which include achievements with facts and figures.
- Your emphasis should be on the positive.
- Where appropriate, show the scope and scale of responsibilities are commensurate with the job you're applying for.
- Without facts and figures, your CV will be non-descript and more likely to get rejected.



## CHECKLIST ITEM 6:

### Education and hobbies

A matter of relevance and context!

Once you're established into your career, employers would expect to see your educational details at the back of your CV.

The older you are, the less there is a need for detailed educational information in contrast to younger people.

- Younger people may benefit from placing educational qualifications at the front of their CVs.

Most employers like to see someone having interests outside of work.

Hobbies and interests can bring personality to your CV and, in some situations, substantiate your credentials.

Place them at the end of your CV if you do choose to include them.





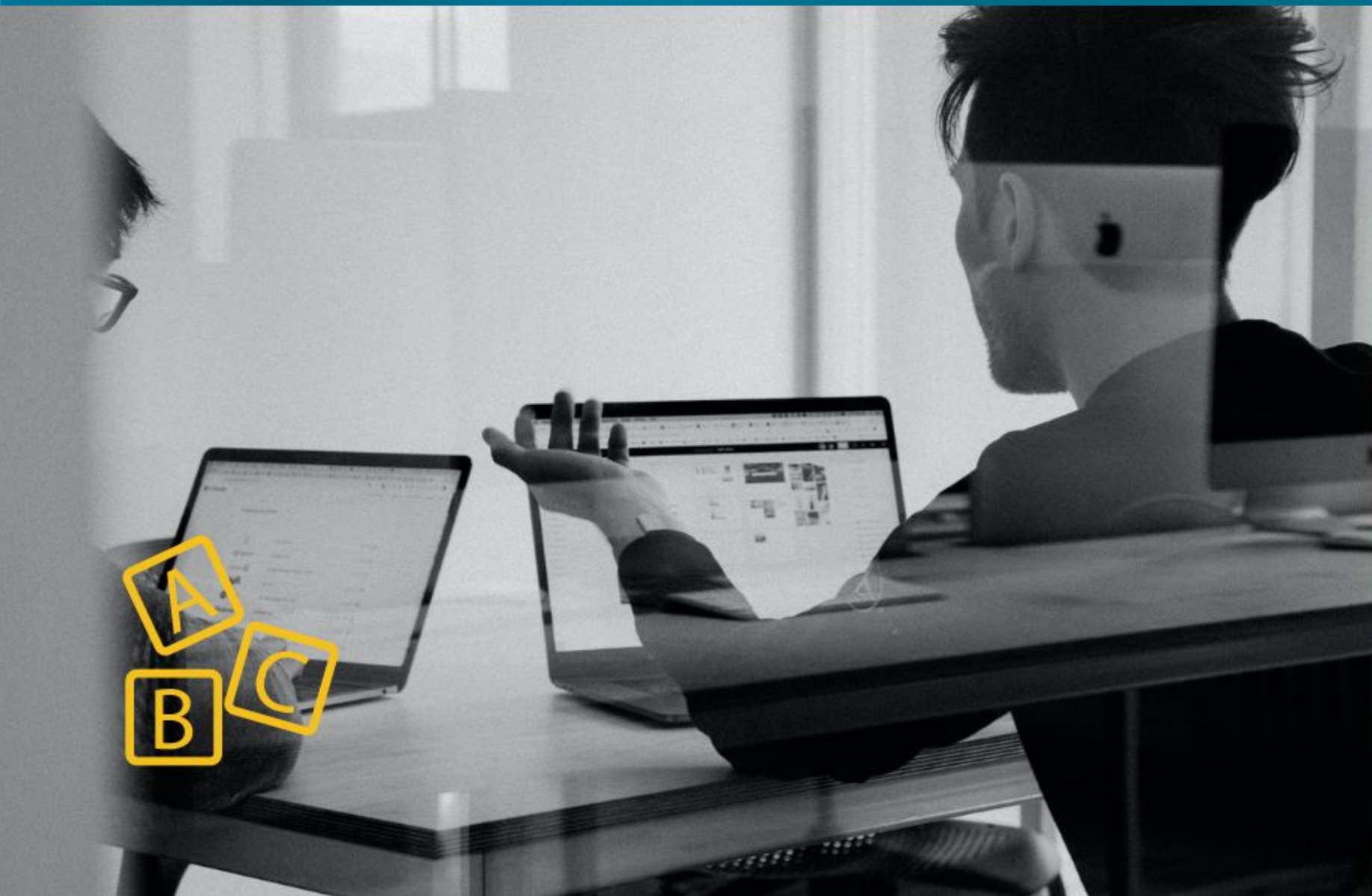
## CHECKLIST ITEM 7:

### Run it by a trusted advisor

- If someone sees a spelling or grammatical error CV, they'll look for more.
- One or a small number of errors may qualify you out of the running.
- So perform a spell and grammar check.

Standards get higher every year...

The world moves on every year, society becomes more sophisticated and more demanding.



- Not only do standards rise every year but also your level of seniority is likely to increase.
- The more senior the role, the greater the expectations of hiring managers and the stronger the competition.
- Consider how you can best elevate the quality and strength of your content.
- Have a friend or trusted advisor check over your CV?

Apply these 7 qualities to your CV and you'll be able to...

Find a better job faster