

UNLOCK BETTER JOB OPPORTUNITIES

Seven steps to
creating a winning CV

RT ROBERT TEARLE
CONSULTING



SEVEN STEPS TO CREATING A WINNING CV

Your path to career success

Are you missing out on the best job interviews and promotional opportunities?

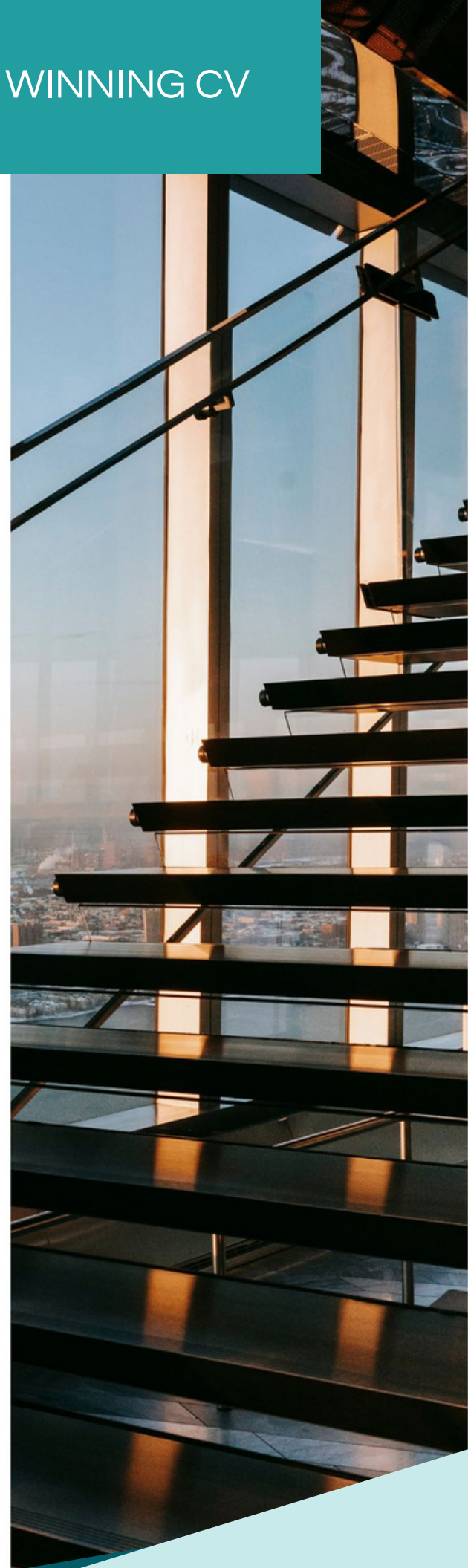
Many individuals underestimate the importance of creating and submitting a CV that showcases their credentials at 100%!

This is important at every career stage, including the most senior levels, at which decision-makers have greater levels of expectation, and, the competition is at its fiercest!

At Robert Tearle Consulting, we're a boutique search firm, specialising in headhunting rather than traditional recruitment. We focus intensely on a select number of assignments, ensuring unwavering commitment to each client and candidate.

Our precise criteria and comprehensive approach guarantee an optimal match between employers and candidates, with more than 90% of our headhunted individuals currently employed.

While we don't help people find jobs, this guide to creating a winning CV is one of a number of valuable resources that we've created to help those actively seeking new employment opportunities.



1 CREATING A WINNING CV: STEP ONE

Fundamentals

Name and Contact Information

Your CV should lead with your name, mobile number, location, and email address at the top of your CV.

This not only makes it easier for potential employers to reach out but also offers a professional and accessible introduction. Placing your contact info at the end of your CV is a mistake. Whilst it is relatively common practice not all people viewing a CV will know to look for it there!

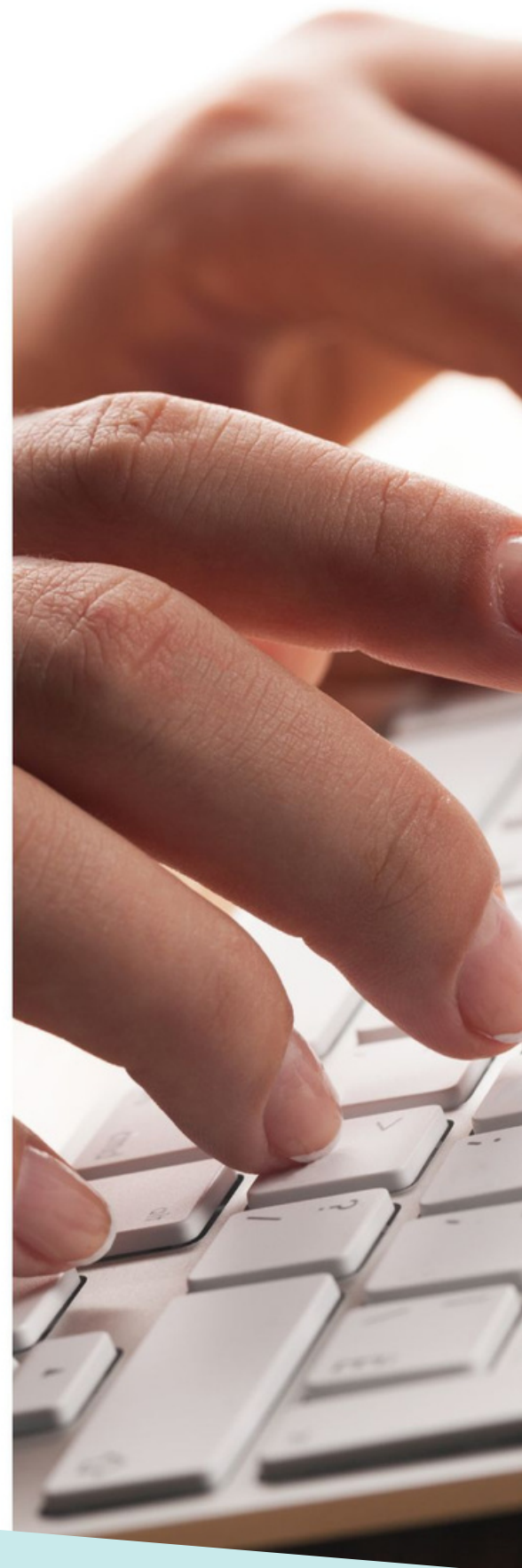
Placing your contact info at the front of your CV makes it easier for them to get in touch with you.

Standard Structure

A structured CV is like a roadmap for your career story. The standard structure is tried and tested. It typically follows this order: name, and contact information. Profile, optional skills summary, employment history in reverse chronological order (beginning with your most recent job), educational qualifications, and a section for hobbies and interests.

For experienced professionals, a two-page format is often considered the gold standard for presenting your career journey. A three-page CV is unlikely to cause offence. However, sometimes four-page, and invariably five-page CVs are seen as verbose.

Single-page CVs may work well for someone young, perhaps under 25 years of age, but for more experienced people with specialist skills, they are unlikely to enable you to showcase your credentials effectively.



2 CREATING A WINNING CV: STEP TWO

Styling

Simple Styling

Less is often more when it comes to CV design. Simple, clean styles tend to be universally appealing. Unless you're a professional designer, it's best to steer clear of overly complex design elements.

Font and Text Sizes

Maintain consistency in your font style. To enhance readability, employ two or three text sizes. Start with the largest text size (e.g., 14, 16, or 18 points) for your name and "Curriculum Vitae." Use slightly smaller text sizes (e.g., 12, 14, or 16 points) for headlines and even smaller sizes (e.g., 10, 11, or 12 points) for the main body of text. This tiered approach makes your CV easy to scan.

Colour and Formatting

Simplicity should extend to colour choices as well. Standard black text is a safe bet. If you opt for coloured text, consider a dark navy blue for headlines. Be mindful of avoiding excessive underlining and italics, as these can clutter your document. Create white space in your CV through the use of line breaks and bullet points for a visually appealing format.



3 CREATING A WINNING CV: STEP THREE

Your Profile

Creating a Meaningful Profile

Your CV's profile section is your chance to make a strong first impression. Avoid vague statements, which add little value. Instead, use this space to succinctly showcase your core industry skills, occupational capabilities, and strengths. Aim for a concise profile of 3-5 lines or even just two or three, depending on your preference.

Tailoring Your Profile

Tailoring your CV to the specific job you're pursuing is essential. If you're transitioning into a new role or industry, use the profile to state your target opportunity. This alignment can make you a more attractive candidate.

Highlighting Interests and Skills

Beyond stating your industry experience, consider expanding to highlight your interests in specific areas. This demonstrates your adaptability and transferable skills. Additionally, leverage the power of others' statements, such as testimonials or references, to enhance your profile's credibility.



4 CREATING A WINNING CV: STEP FOUR

Your Employment History

Reverse Chronological Order

Listing your work history in reverse chronological order, beginning with your most recent position, is the industry-preferred format. It provides hiring managers with an immediate insight into your most recent experiences.

Embed Achievements

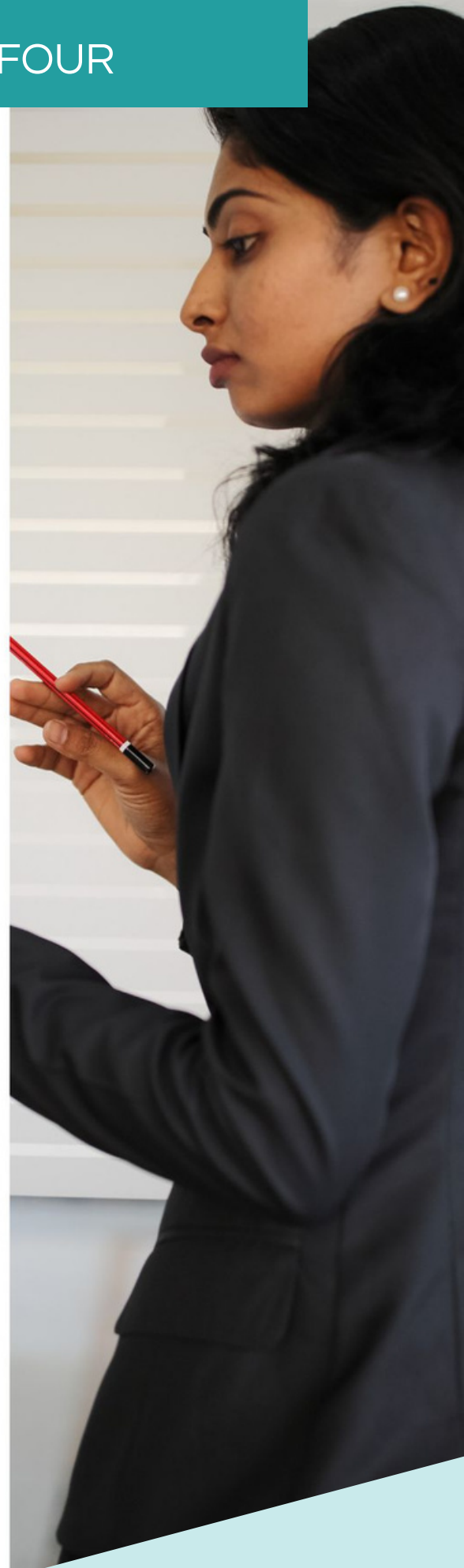
Your employment history is a prime opportunity to showcase your achievements. Instead of segregating your accomplishments into a separate section, incorporate them within each role. Use bullet points or specific sections to detail the impact you've made in each position.

Providing Context

To ensure your CV is informative, include brief descriptions of your employers' lines of business. This helps the reader understand your professional context and relevance. Simplify job titles to ensure clarity, as industry-specific titles may be obscure to some.

Tailoring your CV to your career stage

If you're in the early stages, opt for a concise one-page CV spotlighting pertinent experiences and qualifications. For those with more experience (aged 40+), emphasise the past five years, streamlining earlier roles to maintain a current and job-specific focus.



5 CREATING A WINNING CV: STEP FIVE

Facts & Figures

Showcase Achievements

Elevate your CV by highlighting your achievements with facts and figures. Quantifiable results add a compelling dimension to your professional story. Emphasise positive outcomes and results, aligning your experiences with the requirements of your target job.

Demonstrate Impact

Provide clear evidence of how your actions and contributions affected your previous employers positively. Use numbers, percentages, and specific examples to underline your impact.

Relevance to the Job

Ensure that your achievements are directly related to the job you're applying for. Tailor the facts and figures you present to align with the specific requirements and expectations of your target position.



6 CREATING A WINNING CV: STEP SIX

Education and Hobbies

Educational Details

The placement of your educational information should align with your career stage. Younger candidates may benefit from positioning their qualifications at the front of their CV, while older professionals can place these details toward the back.

Hobbies and Interests

To add a personal touch and demonstrate a well-rounded personality, include your hobbies and interests at the end of your CV. This section can complement your professional image.



7 CREATING A WINNING CV: STEP SEVEN

Run it by a Trusted Advisor

Proofreading

Eliminate the risk of errors in your CV with a thorough spell and grammar check. Even a single error can negatively impact your chances.

Quality Assurance

Seek the input of a trusted friend or advisor to review your CV. They can provide valuable insights and ensure your document meets high-quality standards.

Professional Feedback

Consider having a professional in your industry review your CV. Their industry-specific insights can further enhance the quality of your document and increase its appeal to potential employers.

A CV Template... on the next pages

On the next two pages, we've presented an example of a CV Template that you may wish to use.

The font style we used is "Open Sans".

Name in capitals 28 point in size, mid to dark grey.
Headlines in capitals, 14 point in size, navy. Employer names, job titles and dates, 12 point in size, in navy.

All other text, default black, in 10 point.



KRIS ROGERS

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PROFILE

State your profession and perhaps level of seniority and mention any areas of particular strength or interest. Back it up by mentioning experience, any notable evidence and credentials e.g. qualifications.

A profile gives you an ideal starting point to show how well suited you are for the opportunity for which you are applying. You may want to give this a title such as Personal profile or Professional objective, but this is not essential.

How long should a profile be? Two or three paragraphs, six- or seven-lines max.

CAREER HISTORY

EMPLOYER NAME, POSITION/TITLE, TENURE (DATES)

In this Model CV we have given examples of how descriptions of employer companies' lines of business might read. Here's the first one: ABC Corp are a media company primarily with TV operations like Events and News Today. The company employs some 400 staff and has operations in 10 countries. Revenues reached more than \$500m last year.

- It needs to be clear to the reader what you were responsible for, so state your responsibilities.
- Responsibilities alone carry little weight, you need to highlight achievements and accomplishments. So, we recommend, that you highlight 3 to 5 significant ones for each position you've held.
- Reverse chronological order (most recent positions first).
- Make use of bullet points to contribute to a punchy CV.
- Unless it is obvious, you may need to outline the nature of the employer's line of business.
- Most recent roles should include more information.
- Be clear and concise as to the responsibility of your role.
- Be brief. Long sentences are boring and don't get read.

EMPLOYER NAME, POSITION/TITLE, TENURE (DATES)

Armstrong & Wyn Partnership is a family law firm with offices across the DEFG Province. The company has 45 partners and a total staff of 120. The company's motto 'Fair & Strong' is championed by staff at all levels.

- The de-facto norm is to state the months and years in which you commenced, and finished employment.
- Avoid using small text sizes because it makes it harder for the viewer to read your CV. Consequently, they'll get tired, and their mind will move elsewhere. We suggest 10 point minimum.
- Fancy fonts and elaborate graphics can be more of a distraction than a help.
- On the second page of this model CV, we have shown you how you might choose to show several jobs with the same employer company.
- If your employer was acquired, you could show this as ABC Corp acquired by DEF Corp.

EMPLOYER NAME, TENURE (OVERALL DATES)

TechStar Software develops and markets software for hospitality and fast-food business. Techstar doubled in size every year, prior to its acquisition by its much larger rival StarTech. If you have had several jobs with one employer, you may wish to state the company name, just once, together with your overall tenure, followed by a description of the company's line of business. .

POSITION/TITLE, TENURE (DATES)

- Following on from the above paragraph. Having already stated the company name, and given a description of the company's line of business, you may then wish to provide details of the jobs you held with the company.
- It's critical that you highlight achievements in your roles and that you substantiate them with facts and figures. Without these pieces of information, your CV will be inconsequential!

POSITION/TITLE, TENURE (DATES)

- We have chosen in this example not to give the title Curriculum Vitae (CV) because the reader will realise it is your CV. If you want to put it in, do so.
- Always write in the past tense unless you are writing about your present role.
- A CV should have lots of white space. Too much text is tiring.

EMPLOYER NAME, POSITION/TITLE, TENURE (DATES)

Fun & GoodTimes was an event catering company.

- For anyone established in their career, the further back you go, the less critical the need for detailed information.

EDUCATION AND TRAINING

BA Hons Business Studies

Finance for non-financial managers Advanced managerial skills Presentation skills.

INTERESTS

Only a brief outline: Gym, diving, skiing, running half marathons, playing a musical instrument, dog walking, family, horse riding, reading sci-fi, history and languages.

P.S. Once, you've created your CV, then save it as a PDF, and submit it as such, documents display much better as a PDF than they do a Word doc.

CREATE A WINNING CV

find a better job faster

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