GREAT

HOW TO WRITE A ^CV

CV COLLABORATOR

CV CREATION

AGENDA

- Approach to writing a successful CV – Starting from the beginning
- Structure Explained & Purpose of Each Section
- What Good Looks Like
- Applicant Tracking Systems (ATS)
- Common Mistakes
- Things you can do to make writing your CV easier
- Q&A

GOALS & OBJECTIVES

For you to:

- Be able to confidently create your own CV - which will support you in landing that role that you want.
- Understand the importance of each CV element.
- Have your CV questions answered.
- Know how to update and maintain your CV going forward.

INTRODUCTION

Sally Andrews-Mercer, Founder of CV Collaborator

The products I have created have been formed in partnership with recruitment consultants, head hunters, HR Professionals and Executives within my network – the people who write the Job descriptions, source the candidates, do the shortlisting, interviewing and hiring!

This is to ensure my clients have the best possible chance of getting a foot in the door and their face in front of the hiring manager.

Beyond CV Collaborator I've been an interim for 12 years working across a wide variety of industries and sectors in a range of roles. This gives me knowledge and insight not only into these areas but also means that I understand what it is like to be searching for a role in a highly competitive market.

APPROACH

PURPOSE OF A CV

Your CV has 1 purpose. To get you an interview!

A CV should be a carefully curated document which reflects you and your:

- Skills,
- Education,
- Experience, and
- Unique Selling Points (USP).

It should be honest and you should be able to talk in detail about any information in the CV with confidence and conviction.

YOUR AUDIENCE

When creating a CV consider your audience, they:

- Are usually time-poor.

- Have a lot of CVs to review.

- Will easily move onto the next CV if yours doesn't immediately grab their attention.

You have 1 chance to get through the recruiter / sifter so make it as easy as possible for them.

ATTENTION TO DETAIL

Attention to detail is key!

- Any errors in **grammar and spelling** will send you to the 'No' pile.
  - The assumption will be if you can't be bothered to get this right, then what will your work standard be . . . ?

- Poor **formatting** is the same.
  - If you have mixed fonts, a cluttered layout and uneven borders it will not only be unpleasing to the eye it will also show a lack of awareness.

If these are not your strong points find someone who is good at these things and ask them to help you.

THE BASICS

- **File Type.** The document should be in a word document (docx) or pdf file . . .
  - *jpg, png files etc will not make it through an ATS sift.*
- **Font.** Should be something standard which you don't have to download and acceptable in a business document e.g.
  - **Arial**, Times New Roman, **Calibri, Cambria.**
- **Avoid.** The following items become confused and do not display correctly when going through an ATS sift:
  - Columns and Tables, Text Boxes, Logos, Images, Graphics, graphs, or other visuals.

ATS = Applicant Tracking System.
More on this shortly

STARTING

HOW TO START

- Start your CV afresh.
  - Just taking on to the old version of your CV and updating it means that you never really look at it anew and consider if it's doing what you <u>need</u> it to

- Ask. Not really sure where you excel, what you're good at, what makes you stand out?
  - Ask current and former colleagues.
  - Get people to do recommendations on LinkedIn.
  - Read through performance reviews and references.
  - These all give great insight

- Don't undersell yourself!

WHAT SHOULD BE CONSIDERED?

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- Break each role in your career into the following sections to really get the most out of your analysis

Remit. What were you recruited to do?

What did you achieve?

If there was 1 thing you are most proud of what is it?

What did you learn?

Did you receive reward or recognition?

What training did you undergo?

What systems, tech, methodologies did you use?

What did you love about it?

What education (on the job training, coursework, university, college, etc.) do you have?

THEN WRITE DOWN

Where you want to be in 1, 3, and 5 years.

What you really want in a work environment / role.

What you really don't want in a work environment / role.

What industries and sectors do you have experience in.

From working through each role what skills do you have?

FINALLY

Other Stuff.

- Capture any volunteering or charitable work you've done.

- If you've written articles, papers, books or a thesis note these down.

- If you're an engineer have you had any of your creations patented?

- Have you won any awards or recognition? Note down the year, what and the reason

Hobbies & Interests.

- If you are capturing hobbies or interests *only* capture those which add to your profile.
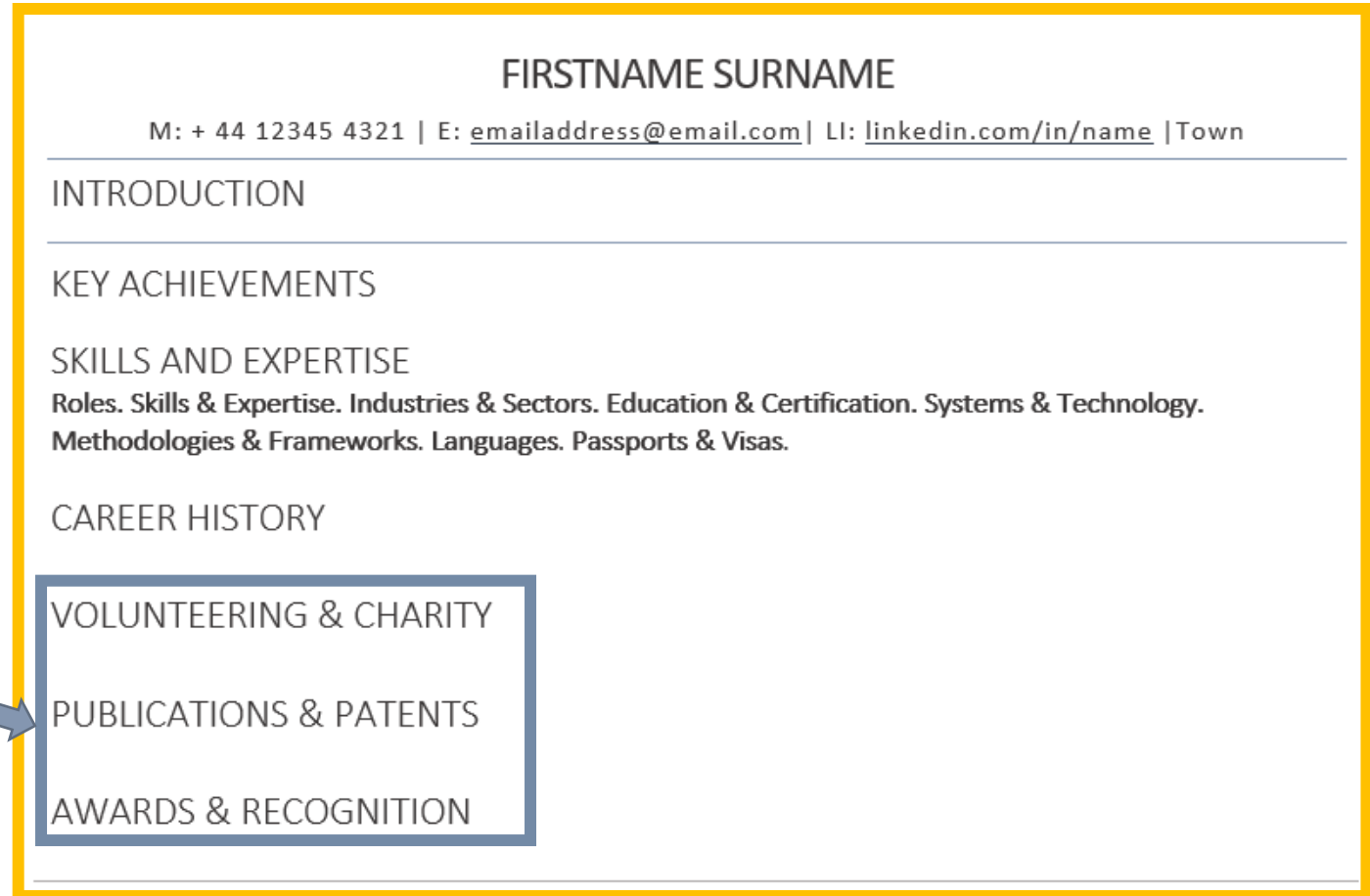
STRUCTURE & THE PURPOSE OF EACH SECTION

CV STRUCTURE

An effective CV is made with the following Structure:

1. Your Details.

2. Introduction.

3. Key Achievements.

4. Skills Summary.

5. Career History.

6. Other Information.

FIRSTNAME SURNAME

M: + 44 12345 4321 | E: emailaddress@email.com| LI: linkedin.com/in/name |Town

INTRODUCTION

KEY ACHIEVEMENTS

SKILLS AND EXPERTISE
Roles. Skills & Expertise. Industries & Sectors. Education & Certification. Systems & Technology.
Methodologies & Frameworks. Languages. Passports & Visas.

CAREER HISTORY

VOLUNTEERING & CHARITY

PUBLICATIONS & PATENTS

AWARDS & RECOGNITION

PAGE 1

- Think of this as your executive summary.

- If you don't normally write or review exec summaries then approach it in the manner of 'if you wanted someone to know all the key things about you in ½ to ¾ of a page what would you put there?

YOUR EMPLOYMENT HISTORY

Include

- **Your Job Title.** Keep this to industry standard.

- **Month and Year.** When you started and finished.

- **Company Name.** If the company has changed its name update your CV to reflect this.

- **Website.**

- **Location.** Where you were based.

CAREER HISTORY

TITLE e.g., **PMO LEAD – RECOVERY & TRANSFORMATION**   Month YEAR – Month YEAR

Company e.g., **Royal National Lifeboat Institution (RNLI)** website e.g., rnli.org | Location e.g., Poole UK

The Remit - explain what you were brought in to do. Include metrics such as budget managed, team size, savings delivered

- Bullet Point with numbers. Outlining approx. 3 things you have delivered with the results
- Bullet Point with numbers. What were the outcomes
- Bullet Point with numbers. How did it benefit your organisation?

Achievement: List 1 major achievement in this role – if you could only talk about 1 thing, what's the key achievement you want to stay in someone's mind?

Helpful Tip - TITLE. You can add to this by putting in a little more detail e.g. PROJECT MANAGER – DIGITAL TRANSFORMATION. This will make your CV likely to show up in searches for both Project Manager & Digital Transformation.

VOLUNTEERING & CHARITY

- Not every CV has this section or even has to have this.

- It entirely depends on the individual.

- Some companies will actively seek out others who share these values, other companies won't care.

VOLUNTEERING & CHARITY

ESTABLISHMENT website | Year - Year

Role:.

Activities / Achievement:

ESTABLISHMENT website | Year - Year

Role:.

Activities / Achievement:

ESTABLISHMENT website | Year - Year

Role:.

Activities / Achievement:

Use your judgement on whether this will add credibility to the role and the company you are applying to work for and add or remove accordingly. There is no right or wrong on whether you should include this section in your CV.

PUBLICATIONS & PATENTS

- Not everyone is going to have a publication or a patent to their name but some do.
  - One of my clients has been co-author of a number of industry standard safety publications
  - Another published a chart topping Mathematics for Children book
- If you work in an engineering field perhaps you have created something new where your name is listed on the patent?

This is all great stuff and if you can add this to your profile you should.

AWARDS & RECOGNITION

- If you have received and award or recognition your CV is the place to share this.

- What makes you stand out?

- What is evidence of your great performance and the value you add to an organisation?

MEMBERSHIPS & AFFILIATIONS

- If you have memberships or affiliations which relate to your career and add credibility and gravitas add them in.

STAND OUT IS

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- Contact details listed
- 2 – 3 pages length.
- Easy to navigate.
- Page 1 starts is your highlights/summary.
- Correct grammar and spelling.
- Evidence through numbers & metrics.

- Font size 11+.
- Focused content.
- Consistent structure.
- Doesn't undersell you – a CV is no place to be modest.
- In each role out outline the things you delivered

- You focus on different successes in different roles
- It's honest - it's your CV (not using other people's CV's to build your content)
- It focuses on the elements you enjoy.

APPLICANT TRACKING SYSTEMS (ATS)

WHAT'S AN ATS? … & WHY SHOULD I CARE?

- ATS or Applicant Tracking Systems are the tool more and more companies use to do the first phase of a CV sift

- They rank or score your CV based on the criteria the recruiter puts in

- If the roles says Programme Manager and you've only listed Project Manager in your CV. . . Guess what, chances are your CV won't be reviewed by a human as the ATS will sift you out.

- An ATS will automatically score someone higher with education listed

- It will look for key search words such as specific industries, roles, technology and skills.

This is why applying for a job is no longer as simple as just sending your CV in and sitting back and waiting for the call

HOW CAN I STACK THE ODDS AGAINST ATS IN MY FAVOUR?

- Read the Job Description and underline the key words for the Must Have, Should Have and Could Have elements.

- Make sure your CV has these exact words and phrases in it (where pertinent) . . . The more time you have the key words, the higher you score.

- Make sure your CV has no columns or boxes side by side – ATS only read across a page left to right.

ANY OTHER ATS TIPS

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- They don't see pictures and images, so putting in logos or symbols won't help ☎ ✉ 🌐

- They don't see font type or size – it will display and print your CV in 1 standard font and size

- Don't put the job description in the bottom of your CV in size 1 white font, because as soon as the recruiter looks at your CV in the system, they'll see it and just be annoyed.

- There are a number of different ATS tools and how they are used and configured depends entirely on the organisation using them. . . . Some just use them to file CV's others use them to rank and score candidates.

COMMON MISTAKES

DOES IT ADD VALUE?

EVERY WORD IN YOUR CV SHOULD ADD VALUE – IF IT DOESN'T, ASK YOURSELF . . . 'WHY IS IT THERE'?

Don't

- Write 'references available on request'

- Include your Hobbies and Interests, in fact these could put people off if they don't have the same passions *unless* they relate and add to the role you are applying for

- Marital status, religion, date of birth, gender – can create unconscious bias and quite frankly has no bearing on whether you can do the job!

- Make the font smaller than size 11 – if someone is looking at the non-ATS version, you want them to be able to read it

LANGUAGE & CLEAN UP

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- Once you've written your CV make sure you are using consistent tense – it's really easy to switch from past to current to future without realising

- Run through the sentences repeatedly until you've stripped out all unnecessary, additional, or extras words . . . Review sentences and streamline.

- Ensure your use of capitals is consistent. . . Don't throw in Random Capitals because you think they are Important.

- Get someone you trust to read it, partner, friend, colleague, mentor, they will notice things you don't because you've been staring at it too long.

FINALLY

- Don't copy your job description word for word into your CV

- Don't copy someone else's CV - you want yours to stand out. Is should represent you!

THANK YOU

CV COLLABORATOR

CV CREATION

Review Services

Review & Write up of:

- CV's (including ATS assessment)
- LinkedIn Profiles
- Cover Letters

Light Touch Services

Tools & Guides provided to enable you to create your own profile, including and review & feedback services

Full Service

Detailed questionnaire and fact finding interview which helps me get to know you, your strengths and ambitions. Then I do the heavy lifting & write your profile.