



## RESUMES THAT EXCEL

Some people can lead the pack, leaving others far behind, and walk from one position immediately into another. Strugglers may even find themselves not being granted an interview. So what is it about those successful career practitioners who can walk straight from one position to another? Amongst other things, they know how to prepare an excellent resume; one that highlights strengths and capabilities, as well as enabling them to stand out for all the right reasons. Their resumes are the difference that makes the difference between getting the position, or continuing to look for one. So, how does one go about putting together an excellent resume? There are four steps to having a resume that excels:



- **Start With a Competency-based Resume:** Identify four to six key competency areas. Competency areas will match areas that you excel in with what's important in your field. These identified competency areas can be used as major headings. Under each competency heading, provide the evidence to demonstrate possession of these competencies. Begin each example with an action verb, and follow with a description of the relevant activity. Remember to remain bottom-lined focused throughout.
- **Include Other Supporting Details:** Include any other relevant information that enhances credentials. Such information may include employment history, education, ongoing professional development, languages, licenses, registrations, memberships, affiliations, awards, publications and media contact. Information that best showcases your credentials can be placed up front. Finally, to facilitate prospective employers making contact with you, all contact details (telephone, mobile, fax, email, and a postal address) should be prominently included on each page of your resume.

### OUR MISSION

To provide a professional service, using best practices.

### OUR MOTTO

- Be Proactive.
- Take Charge of Your Career.
- Look After Your Health.

Membership: \$49 per calendar year.  
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Applications for membership can be made by completing the reply slip on the back of HQ™. Send it, along with your cheque, to the address shown below. And, remember to keep us posted on your correct contact details.

Your opinions are important to us. Your comments, thoughts, reflections, and feedback on this and future issues are always welcome. Enquiries, or requests for further information can also be made to the address below.

- Exclude personal details: The objective is to be evaluated on capacity to do the job. Information that has no bearing on the position applied for (including age, marital status and religion) is thus best excluded.
- Stand out for the right reasons: The icing on the resume cake is the bit that will attract the attention of potential employers. To find that 'bit', you need to ask yourself what you have that is unique and valuable to prospective employers. Once you have found that unique and valued something, you need to highlight it in your resume and demonstrate how it is an asset for employers.

Identifying that something valued may require a bit of soul-searching. However, it may simply be a matter of noticing what others appreciate in you or typically struggle with themselves.

Competency-based resumes enable prospective employers to quickly identify your capabilities. This alone, enables you to stand out from your competitors. However, by highlighting that which is unique to you and demonstrating how this is an asset to employers, you are going beyond the typical competency based resume and turning it into an excellent one. This will, in turn, bring you one step closer to that next job.

So, what are you doing to be the number 1 candidate today?

## FOOD FOR THOUGHT

Simon Anholt and Jeremy Hildreth in their book *Brand America*, look at the rise, fall and rise of America as a brand. Some interesting concepts and analogies are made. Food for thought for those with aspirations to build a brand in a small company of their own.

## OUR GROUP

We are a group of three psychologists: Rosa is a clinical psychologist, Amanda is an educational psychologist and I am both a health psychologist and an organisational psychologist. More details about what we do can be found at: <http://www.rachel-abramson-and-associates.com.au>.

## QUICK TIP

If you find yourself blocked from your career path because of excuses such as age (too old, too young), qualifications (too much, too little), or lack of experience, it is time to take that extra step:

1. Research the company, its industry, and likely opportunities and threats.
2. Look at your own KSA's (knowledge, skills and abilities), and determine how your KSA's can be used to help the company tap into those opportunities or overcome those threats.
3. Then, articulate how your KSA's can help the company get what it wants.

You will find all those excuses you used to hear being replaced with long-awaited job offers.

So, what are you doing to overcome those career barriers today?

## DIARY DATES

Here are the remaining dates for the **PROFESSIONAL PRACTICE PROGRAM** and **SEMINARS OF THE FUTURE™** seminars for 2005:

- 3 Sep: Marketing Your Practice: Your 'Product'
- 3 Sep: Marketing Your Practice: Promotion Strategies That Work
- 6 Sep: Going for Growth: Advanced Marketing Strategies
- 7 Sep: Asserting Your Self, Gracefully
- 1 Oct: Marketing Your Practice: Getting Your Image Right
- 4 Oct: Going for Growth: Staff Planning and Career Management
- 5 Oct: Going Global: Issues to Consider
- 1 Nov: Going for Growth: Attracting External Sources of Capital
- 2 Nov: Negotiation for Career Success
- 5 Nov: Marketing Your Practice: Alternate Places for Your Product
- 3 Dec: Marketing Your Practice: Databases for Your Product
- 6 Dec: Going for Growth: Your Wealth Creation Plan
- 7 Dec: Overcoming Procrastination in Your Career

## LIBRARY HOUR

The **RACHEL ABRAMSON & ASSOCIATES** library is open following our **SEMINARS OF THE FUTURE™** and **PPP™** seminars, as well as 12-1 pm every Saturday.