

How to write a CV

What qualities in a CV makes it stand out from the rest, and what does an employer look for in a CV? In order to make it easier for our candidates, we´ve decided to provide you with a couple of guidelines to further enhance your chances of landing that top notch job you´re looking for.

In general:

- The most important thing of all is to avoid an autobiography. Your CV should reflect "In what way your present or former employers *benefited* from having you employed" and "What was *your personal contribution* to the overall success story of your earlier benefactor".
- Try to write your CV so that the employer get their main questions answered:
 - "Does this candidate fit the position profile?"
 - "How can this individual take my company to the next level?"
 - "What type of network does he/she bring onboard?"
 - "What has this candidate achieved in his/her earlier positions, and in what way could we take advantage of these experiences?"
- Don´t be afraid to promote yourself. Don´t lie or exaggerate, but make sure to enhance your qualities. Never assume that something is self-explanatory.
- If you got fired or laid off, don´t be afraid to explain why. Honesty lasts...
- Check your spelling and grammar! Good. Now do it again!

How to write a CV, cont'd

Remember:

- Your contact details should be on top, followed by a brief summary on who you are. Then in descending order, your work experience, specific assignments, courses, education, other competencies like languages, followed by (if applicable) miscellaneous information. For an employer, it is important to know whether you are married, have kids, how old you are, and if you're the "golfer" type or the "football" type.
- Develop every position thoroughly. What did you do? Who did you report to? Who reported to you? What were your responsibilities?
- List your key achievements, but not more than 6-8 per position.
- Make sure to describe what the company did, how large it was and other useful information. Why not include a link to their website?
- Don't limit your CV to one page. Unless you're fresh out of high school, you can't provide enough information on a single page. But keep it real... More than four pages and you're out of bounds.
- Think about creating a pdf-document out of your CV, since pdf's don't change margins etc when viewed on different systems.

Standards & General Guidance

- No confidential information
- No jargon
- Check spelling
- Use company names
- Quantifiable, providing evidence of your skills
- Make personal to you – not a job description
- Only relevant professional information
(the client doesn't care if you collect stamps or if you had an article published in a trade magazine in 1982!)

Words and Phrases to avoid

- **Managed** – an umbrella term for planned, motivated, initiated, recruited, assessed, monitored, counselled, coached and many more
- **Installed** – did you initiate, plan, design and lead the team or did you screw the plug on?
- **Was involved with** – did you fetch the coffee or mastermind the 200 MSEK operation?
- **Administered** – were you the lead in the project office performing reporting and negotiating with all levels of management, or did you check the invoices?
- **Was part of that team** – your CV is about you and your part
- **Was in the health industry for 15 years** – what as? Nurse, patient, salesman or interested onlooker?

Find the right words

The following list of words will give you some ideas - using a thesaurus is obviously ideal but you have to start with something! The headings are also designed as a guide - many words could fit several headings.

- **Advertising/marketing:**
Convinced Generated Influenced Persuaded Recommended Sold Represented
- **Communication:**
Demonstrated Disseminated Edited Facilitated Instructed Interviewed Presented
- **Creativity:**
Arranged Conceived Created Designed Developed Devised Invented Originated
- **Management:**
Administered Conducted Controlled Directed Implemented Managed Organised
- **Negotiation:**
Assured Closed Determined Evaluated Investigated Negotiated Proposed
- **Resourcefulness:**
Achieved Corrected Diverted Identified Persevered Solved Succeeded
- **Technical Skills:**
Analysed Arranged Budgeted Catalogued Compiled Examined Scheduled
- **Working with People:** Advised Collaborated Consulted Counselling Guided Motivated Supervised

Power words

- Achieved
- Co-ordinated
- Developed
- Established
- Initiated
- Introduced
- Managed
- Motivated
- Obtained
- Organised
- Performed
- Supervised

Actions words

- **Use Actions words like:**

Achieved, Acquired, Activated, Addressed, Advised, Analysed, Anticipated, Appointed, Appraised, Approved, Arranged, Assessed, Audited, Augmented, Averted, Avoided, Bought, Built, Centralised, Collaborated, Combined, Composed, Computed, Conceived, Concluded, Condensed, Conducted, Controlled, Converted, Corrected, Counselling, Created, Decentralised, Decreased, Defined, Demonstrated, Designed, Determined, Developed, Devised, Directed, Documented, Doubled, Edited, Effected, Eliminated, Employed, Engineered, Estimated, Evaluated, Executed, Expanded, Expedited, Extracted, Finalised, Forecasted, Formed, Formulated, Generated, Guided, Hired, Implemented, Improvised, Increased, Innovated, Inspected, Inspired, Instigated, Instructed, Insured, Interpreted, Interviewed, Introduced, Invented, Investigated, Launched, Led, Lightened, Liquidated, Localised, Marketed, Minimised, Modernised, Monitored, Negotiated, Obtained, Operated, Organised, Performed, Planned, Prepared, Presented, Prevented, Processed, Programmed, Promoted, Proved, Provided, Published, Recommended, Recruited, Redesigned, Reduced, Regulated, Rejected, Related, Renegotiated, Reported, Reviewed, Revised, Revitalised, Saved, Scheduled, Selected, Settled, Shaped, Simplified, Sold, Solved, Specified, Standardised, Stimulated, Streamlined, Studied, Supervised, Supported, Surpassed, Surveyed, Taught, Terminated, Tested, Tightened, Traded, Trained, Translated, Tripled, Vitalised and Wrote

Example CV

(Considering the rest of this information leaflet, in what ways can this CV be improved?
Read it as if you were the employer and think about what information is conveyed.)

John Doe
24 Kensington Street
Sussex 12345
Phone: +44 12 34 56 78
Cellular: +44 99 88 77 66
Mail: john.doe@mailbox.com

Curriculum Vitae

Summary

Since 1996, I have been a Manager & Senior Sales Director for one company. This tenure gives me broad experiences across numerous industries while showing me to be highly stable, exceedingly knowledgeable, and significantly successful. My current employer "rents" out its consultants to companies attempting to either build or rebuild their sales force and/or marketing efforts. Where will I shine the best? The ideal company is one where they are not satisfied with the sales level or corporate structure; not one where everything is perfect. I am targeting a company where my talents are needed and my growth is not limited. What other strengths will I bring to the table? I am ethical, communicative, and driven. I look and act the corporate professional. For the right company I will be quite the catch to help them fix their problem with an intelligently and a deliberately planned approach.

Working experience:

1996 - The Big Co.

Manager & Senior Sales Director

www.big.com

The Big Co. is a company specialising in management structures and sales targeting across the Globe. With 114 offices, 2100 employees and a turnover of over 32 billion USD, The Big Co. has excelled in bringing the world a human tool for ramping up your business.

- Managing a 132-person team of consultants in EMEA.
- Lowest division staff turnover in 5 of last 8 years.
- Top 5% of all sales each of the last 10 years.
- Number 1 in sales in each of the last three years.
- Greatest increase in year over year division sales for 1996, 1997, 1998, & 2002.
- Completed 2002 with \$402.2 million in sales.
- Member of the Board of Directors.
- Direct report: 13 people.
- Reported directly to C.E.O.

Assisted in the development and execution of a multi-year vision and business plan with target market segments, realistic revenue goals, and resource requirements. Recruited and motivated top-tier talent for the functional leadership roles at the appropriate point in the company's growth. Set a clear agenda and top priorities for all staff, so that maximum productivity and payout could result from their efforts. Developed and managed an annual budget plan based upon the available financial resources of the company. Projected an enthusiastic, high-energy, positive outlook to all on the company's prospects. Evaluated and exploited emerging, high-growth potential markets while building the necessary business processes. Developed business at main board level, primarily within large European banks, financial services organizations and large international consulting, construction, industrial and services companies.

1993 - 1996 Sales Inc.

Sales Manager & Key Account Manager

www.sales.com

Focusing on sales tools for large companies, Sales Inc. was one of the first to develop CRM technologies and is now a multibillion dollar company, based out of Ohio.

- Increased the number of Key Accounts from 41 to 93 within 1½ years
- Etc etc etc