

THE EXTRA POINT

BY JERRY ROBERTS



217 7 Resume Tips for the Rest of Us

Do top executives put different things on their resumes than the rest of us? If so, what, and what can we learn from that. I'm Jerry Roberts and that's today, on The Extra Point.

I've read a lot of resumes in my time as I had decisions to make on who to hire for our company. Most of them were boring, you might say unimaginative, and one sort of read like the last, and the next. Did you know that the executive class does it differently — or at least makes a big effort to do that? With the help of Forbes magazine, here are tips that may work for you.

1. Note your major accomplishments
Whatever your achievements have been, list them and add whatever numbers (or metrics if you prefer) to back them up. Show your most current accomplishments first and work backward. Something like this: "I designed a growth initiative that has resulted in an 84% revenue increase in the past 18 months for a regional clothing manufacturer..." "I turned around the parts division of XYZ Industries that was losing \$25,000 a month, to where it made an annual profit of \$600,000, in 22 months."

2. Set up your storyline
The top of your resume's first page is prime real estate. This is where you suggest to your readers where you want to go and what you're after. "I want to lead a regional business that now has revenues in the \$3-5 million range, and double that in three years..." "I want to transform a customer service team and help boost sales"... "I want to be the executive chef at a five-star hotel."

Be clear and briefly explain why your past experience qualifies you for the position you seek. In example, if you want to take over the reins of a company with \$3-5 million in sales, you might want to reference that you led a sales turnaround for a \$2 million division.

3. List your wins
Set the right perception by providing some exciting career highlights. This could include an advanced degree, certifications, writing a book, being your industry's spokesperson, leading the governor's taskforce on a big project, awards, board appointments, and anything else that helps you stand out.

4. Create continuity in your effort
Does your LinkedIn page agree with your resume? It's embarrassing if it doesn't. It may seem like a small thing, but may highlight your decision making.

5. Does your resume adjust based on who you're giving it to?
If you're seeking work in healthcare, telecom, and federal contracting, are there ways to create the resume in ways that will make more sense to people in each industry?

6. An online version
Many top people make an online portfolio of their resume. A 2017 study revealed that 86% of key decision makers will review a career portfolio if available. If you've been able to get your name dot com, it's even better.

7. Make your cover letter brief and focused
Get to the point right away. Give a couple of accomplishments, what you're after, and then invite the reader to learn more by viewing the entire resume. Make it different, make it say that you're someone special they need to know.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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