

THE EXTRA POINT

BY JERRY ROBERTS



466 Make This Change to Your Resume and Stand Out

If you're looking to put a resume together or improve the one you've now got, stay tuned. I'm Jerry Roberts and today, one specific tip on how to make your resume jump out of the pile. That's next on The Extra Point.

Most of us have created a resume at one time or another, and for most of us it wasn't a slam dunk, quick exercise. We probably had a number of stops and starts, and we wanted to get everything just right and make a great impression — and get the job. Actually, the resume is not designed to get us a job, it's designed to get us an interview.

If you're applying for a position in a medium-to-large company it's likely you'll face a fair amount of competition for the job. The employer might receive a dozen resumes from people who seem to have most if not all of the qualifications needed.

We know the HR department is probably not going to interview everybody. Maybe only a half-dozen will be invited. To be one of those your resume has to give the HR manager a reason to want to talk with you.

If your resume was created using a template you downloaded from the Internet and you didn't make any significant changes to the format, you may be at a disadvantage. I've long felt there is one section in the majority of resumes that doesn't help and, in fact, I think it should be eliminated, and I'm not the only one. Gary Burnison, CEO of Korn Ferry, a major HR consulting firm, has agreed. The section to get rid of is the one titled "Objectives."

"Now wait a second Jerry, objectives are the applicant's ambitions, and what could be wrong with stating what they're looking for?" Burnison and I are on the same page, we don't think citing objectives really says anything. "I'm seeking a challenging position

that will utilize my strengths and provide an opportunity for me to grow, blah, blah, blah."

First of all, that kind of statement focuses on you, not your prospective employer. What if, instead, your objectives were: "I'm looking to increase annual departmental revenues by 10%, and will explore every avenue to shave expenses while maintaining a high level of quality." Does that send a different message than the other one.

Here's the other problem. Hiring managers may be filling multiple positions and when you list a very specific or narrow objective; "I'm looking for a supervisory position in the food and beverage department" — it could ruin your chances of being considered for other good opportunities.

Burnison advises to place your focus on your experience and use a headline to make an impactful statement about the value you bring.

If you're going after a certain position and only that, then the headline needs to work a little harder than simply list the job title. How about, "Sales manager has delivered double-digit revenue increases for the past nine years"... "Award-winning engineer"...or "Marketing director with 10 years developing profitable social media campaigns."

Experts say a resume has just a few seconds to grab someone's attention. Give the person who reads yours something to chew on.

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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