

TOP 3 RESUME MISTAKES

and How To Fix Them



The purpose of your resume is to get you the interview and at times, inform the Board of your overall qualifications. Your resume is your professional marketing document that gives the reader their first impression of your value.

The only way for YOU to get the interview above all the other applicants, is to set yourself apart by connecting your value to job needs in a strategic and conscious way. You must also avoid these 3 fatal resume mistakes.

1 Mistake 1
**Weak First
Impression**

Solution
**Powerful
and
Strategic
Word
Choices**

A recruiter or hiring manager will make their decision about you within 6 seconds. THE MOST important piece of real estate on your resume is the first half of your first page including your name, contact details, certifications, and summary/highlights section.

- You only get to make your first impression once, lead as if you were applying for your dream job, every single time!
- Make a strong immediate impact by spotlighting your key successes right on the front page under 'summary' or 'highlights'.
- Your successes should provide a clear demonstration of your impact and value while capturing your natural strengths.
- List accomplishments under each role as bullets not paragraphs and bold key power words/phrases.
- Every sentence should begin with strong action/power verbs for example: Lead, Championed, Chaired, Conceived, Organized, Streamlined, Spearheaded, etc.... a quick google search on "resume action verbs" will generate links to lists you can refer to.

2 Mistake 2
Focus on Skills and Experience

Solution
Articulate your Value

Hiring Managers want to know what you could do for them AND the potential impact, results and value you would drive if you joined them. Remember, every other person applying to the same role will bring similar skills, credentials, and responsibilities, but it is your unique value that will set you far apart.

- Lead every success phrase (in bullets) with “WHAT” you did for the business, then finish with “HOW” you did it. Remember to weave in your unique “VALUE” whenever you can.
- Describe your successes combining these 3 aspects together:
 - A. What results did your actions have on the business? For example: sales increase, streamline process, elevated team skills/performance, mitigated risk of client’s exiting the business etc... and wherever possible, quantify the results.
 - B. How did you deliver those results? For example: Did you engage certain relations (or enhance, utilize or develop them)? Did you form partnerships? What opportunities did you leverage?
 - C. What is unique about how you do things, relative to anyone else, that enabled you to do what you did?

3 Mistake 3
No Clarity For Where You “Fit”

Solution
Create a Powerful “Headline Statement”

You cannot throw a generic resume into the ring and hope your reader will see how amazing you are. If your resume is unclear about the type of role you’re targeting, your value, strengths or impact, the reader won’t invest the time trying to figure it out.

- It’s your job to remove all guesswork for the reader and make it easy for them to connect the dots between their needs and your value.
- Put your ‘stake in the ground’ by writing a headline statement at the top of your resume, under your name and before your highlights or summary section.
- Your “Headline Statement” tells the reader what they can expect to experience with you, type of role you’re targeting and the value you bring.
- The key to a strong headline statement is knowing your value and capturing the essence of it, right at the top of your resume.

EXAMPLES:

1. Rather than a headline that reads: “Digital Marketing Leader”, could you be a:
 - A. “Data-Driven Digital and Operational Leader”? OR
 - B. “Business-Minded Marketer who Drives Innovation to Create Efficiencies, Profits and Performance Excellence”
2. As a “CEO”, could your headline be more powerful with stating your WHO, WHAT & HOW of your Value:
 - A. “CEO (who) with an Investor Mindset (what), Who Designs Companies” (how you deliver your value)? OR
 - B. “Executive who Leads Founders and Companies to Advance Their Vision with Business Strategy, Technology and Analytics”?

** Figure out what sets you apart by reflecting on ‘how’ you have done things by considering your performance reviews and feedback from others.