

# Make a Great Resume with the Goldmining Technique

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Presented by

WORKFORCE SOLUTIONS

PANHANDLE

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From *Winning Resumes, 2<sup>nd</sup> Edition* by Robin Ryan:

*"A well-thought-out resume with a clear objective and summary statement that matches the position available in my company is impressive. Couple this with well-stated accomplishments on work experiences that highlight the person's strengths and abilities, and now you've got a resume that will stand out."*

*– Josh, Personnel Director for a National Retail Chain*

Your resume is a **sales brochure**, and the main goal of your resume is to *get a job interview* for you.

Most of the time you will not get a job that you want unless

- You get a job interview,
- You get through the job interview successfully, and
- You get the job offer.

The interview process is where you close the sale; *creating an effective resume is the key that opens the door to the job interview.*

## THE GOLDMINING TECHNIQUE

One of the best ways to create a resume is with the **Goldmining Technique**, created by career coach Robin Ryan ([www.robinryan.com](http://www.robinryan.com)). The seven-step method she devised can help you determine the top selling points that any employer needs to see about you. *If employers can't see the value that you offer to the job that you want to get, then you probably won't get an interview for that job.*

To help you utilize the Goldmining Technique effectively, you'll need to do some research using information from the **job posting, copies of your old resumes / job applications, and any other research that you've done about the job(s) you want and the companies where those jobs are located.**

The seven steps of the Goldmining Technique are as follows:

- Step 1: Define your CAREER (or JOB) OBJECTIVE
- Step 2: List your EDUCATION information
- Step 3: Review your WORK HISTORY, Part 1
- Step 4: Review your WORK HISTORY, Part 2
- Step 5: Write your first POWER STATEMENT
- Step 6: Repeat steps 3 – 5 to write your other Power Statements; re-write and tweak your Power Statements as needed.
- Step 7: Prioritize your Power Statements in order of importance, and then use your top Power Statements to create your SUMMARY OF QUALIFICATIONS.

Here are the steps broken down individually and what they mean:

### Step 1: Define your CAREER (or JOB) OBJECTIVE

"Objective" is another word for goal, and that's what you, as a job applicant, have for your job search: *a goal to get a specific job.*

In Ryan's Goldmining Technique, Step 1 is the easiest step, because you'll define your goal as a *JOB TITLE* to be used in your Career (or Job) Objective.

All of the other information listed your resume should prove that you can perform that job title better than any other candidate.

### Step 2: Compile your EDUCATION information

- List your most advanced degree **first**.
- List the information in this order:
  - Degree
  - Major (but only if it's directly related to the Career (or Job) Objective)
  - College / University Name
  - College / University Location (city, state)
  - Year that the degree was conferred.
- You can write this information on your resume as:
  - Abbreviated
  - In full
- If you don't have a college degree, you should consider providing some general information about your education, even if you didn't finish high school.
- *Are you still attending school?* List your projected graduation date.
- *Are you worried about showing your age on your resume?* You can leave out the dates.
- Also, you don't have to list your Education information at the end of your resume.

### Step 3: Review your WORK HISTORY, Part 1

- Examine your work history to find connections between
  - the things you have done in your jobs, and
  - the Job Title in your Career Objective.
- Focus on the most recent 5 – 15 years of your employment history.
- Highlight (or list on a sheet of paper) all of the connections that you find.

### Step 4: Review your WORK HISTORY, Part 2

Ask yourself these questions when you examine connections found in your work history:

- What did I do (what were the **ACTIONS** that I took), and
- What were the **RESULTS** of my actions?

Always remember:

- **ACTIONS = RESULTS**, and
- **RESULTS = ACCOMPLISHMENTS**.
- If you want an employer to get interested in you, you have to share information from your work history that proves you are able to **MAKE MONEY, SAVE MONEY, SAVE TIME, and SOLVE PROBLEMS**. *All employers want their employees to do these things for the company.*

### Step 5: Write your first POWER STATEMENT

- Using the first accomplishment that you found in your work history, write out the action(s) you took and the result(s) you obtained that helped your employer succeed (make money / save money / save time / solve problems) – these kinds of sentences will be your Power Statements.
- Use *action verbs* to start your Power Statements (write sentence fragments) – you won't start Power Statements with subjects or nouns.

Example (from *Winning Resumes, 2<sup>nd</sup> Edition*): *Converted general ledger from a manual to an automated system. Results eliminated one staff job, increased accuracy significantly.*

Step 6: Repeat steps 3 – 5 to write your other Power Statements; re-write and tweak your Power Statements as needed. Write as many Power Statements based on the number of accomplishments found in your Work History.

Step 7: prioritize your Power Statements in order of importance, and then use your top Power Statements to create your SUMMARY OF QUALIFICATIONS.

In general, use no more than five to six power statements for this section. *Your Summary of Qualifications section should now provide the evidence you can do the job the way the employer wants it done.*

## APPENDICES

### 3 Most Used Resume Formats

#### CHRONOLOGICAL RESUME

- Most commonly used
  - Works best with a solid, stable work history, especially one that shows career growth (raises, promotions)
  - Work history is listed in detail, in reverse chronological order
- Format:**
- Contact information
  - Career (Job) Objective
  - Summary of Qualifications
  - Work History (**detailed**)
  - Education

#### FUNCTIONAL RESUME

- Works best for students going to their first job and people who've been out of the workforce for a while and are now returning to work
  - Very little detail in Work History (customarily just Job Title, Company Name, City/State, and Dates of Employment)
  - Details about what the applicant can do are found in the Skills Section(s), which are provided based on your strengths that match what the employer needs for the job
- Format:**
- A lot of employers are suspicious about functional resumes – do your research before you commit to this format
  - Contact information
  - Career (Job) Objective
  - Summary of Qualifications
  - Skills Section(s)
  - Work History (**very little detail**)
  - Education

#### COMBINATION RESUME

- Best aspects of chronological and functional resumes are utilized:
  - Detailed work history
  - Skills section(s)
- Hardest to write – greatest potential in terms of return (employers love them and will be impressed)

**Format:**

- Contact information
- Career (Job) Objective
- Summary of Qualifications
- Skills Section(s)
- Work History (**detailed**)
- Education

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## WHEN YOU WRITE IN ANY RESUME FORMAT

- *List accomplishments as much as possible throughout your resume.*
- Provide work history information in reverse chronological order, and at least 5 – 15 years of your most recent work history.
- Be concise – *say more with less.*
- *Target your information* to what is required by the employer for the job.
- *Focus only on relevant information about yourself* – everything else is probably unnecessary.

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## RESUME FORMATTING GUIDELINES AND RECOMMENDATIONS

*(Adapted from The Ultimate Job Search – Job Seeker’s Workbook;  
US Department of Labor Veterans Employment and Training Services)*

- One page if possible – *two pages only if it’s necessary.*
- Margins should be one inch if possible, but no less than ¾ inch.
- Your resume should be *easy to read* and have *lots of white space*. Don’t cram lots of words in a small amount of space.
- **Font size** should be 10–12 point in size. Use **conservative style fonts** such as Times New Roman, Arial, or Garamond. (For example, the size and style of this bullet point is mostly 11-point Arial.)
- Your resume should be *logical, easy to follow, and it should be easy to find the most important information.*
- Your resume should be neat and clean, with no errors or corrections (NO WHITEOUT OR CORRECTION TAPE ON YOUR FINAL RESUME COPIES).
- Paper should be a neutral color (like white or off-white) and 20-25 weight bond or linen. Black ink should always be used, and your resume / cover letter should be printed using a laser jet printer. *Use the same font (and font size) for your resume and cover letter.* Also, the envelope and paper for your cover letter and resume should match.

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## RESUME DO’S AND DON’T’S

*(Adapted from Job Hunting for Dummies, 2<sup>nd</sup> Edition by Max Messmer; Winning Resumes, 2<sup>nd</sup> Edition by Robin Ryan; and Resumes for Dummies, 4<sup>th</sup> Edition by Joyce Lain Kennedy)*

### Things To Do When Writing Your Resume:

- Know as much as possible about **yourself, your job skills and accomplishments, the job you’re applying for, the job market, and the company where you’re submitting your resume**
- Brag – let the employer know that you get results
- Always double/triple/quadruple-check your spelling, grammar and punctuation – use a **dictionary** (and get someone else to proofread your resume, if possible)
- **Targeting your information towards a specific job goal and employer gets better results**; customize your resume to point out the specific skills and experience requested by that employer
- **Say more with less words** – in some cases, “less” often has more impact
- Always include a **Work History** of some kind, and include relevant **Education/Training** along with other important credentials
- **Sentence fragments are preferred**; try to start every sentence with an action verb (see list on page 16)
- Make what you write **accomplishment-oriented** – quantify the RESULTS of the ACTIONS you took in your career. **Proven experience, skills and accomplishments will keep the employer’s interest long enough to call you in for that interview** – make sure that your resume clearly communicates this at all times
- Put relevant **volunteer experience** in your resume – unpaid work often requires valuable skills, so you should mention that
- If you submit a **separate Reference list**, list your name, address(es), telephone number(s), and e-mail address at the top of that page (in case it gets separated from your resume); references should be former supervisors and others who have worked with you and who can attest to your performance on the job
- **Target your resume to the right job** – your skills and accomplishments should be in sync with the job you’re going after; **don’t reach for a job higher than jobs you’ve done before**, unless your experience and **transferable skills** give you a **realistic** chance
- If you’re “**downsizing**” your job goal (going after a position at a lower level of employment), you may need to “reduce” the levels of documented accomplishments in your resume
- If you’ve had **many jobs in a short amount of time**, consider writing your resume in a **FUNCTIONAL** format – it still stresses your skills, but it doesn’t focus on your employment history until you’re at the end of the resume

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Auxiliary aids and services are available, upon request, to individuals with disabilities. Relay Texas: 800-735-2989 (TDD) 800-735-2988 (Voice)

- When applicable, **consolidate your information and state the entire dates of employment if you have been at a company for a long time (and you have done several jobs for them)** – list your most current position first followed by the phrase “Promoted from...”
- Faxed and e-mailed resumes often show up distorted or incomplete; avoid unnecessary risks by following up electronic communication with hard copies
- If you list a **message number**, use voicemail, or an answering machine, make sure that they’re reliable (message takers especially need to be competent at taking messages) (a cell phone may work out if it’s always charged and you’re someplace where you can take a call)
- Submit your resume with a **strong cover letter that addresses the strengths you’ll deliver to the prospective employer’s available job**
- Keep your resume somewhat plain, but definitely **conservative, professional and business-oriented** – leave out the non-essential stuff
- Always have a **Career (or Job) Objective, Summary of Qualifications, Professional Experience (Work History), and Education** sections in your resume (**Computer Skills** often carry a lot of weight with current employers, so use that section if it’s relevant to the employer’s needs) – other optional sections to use (but only if they’re relevant to the employer’s needs) include **Honors/Awards, Community Activities, and Related Training**
- **Keep your resume current at all times** –you might need to look for another job right away (or a great opportunity might pop up unexpectedly)

### Things To Avoid Doing When Writing Your Resume

- **Don’t lie or over-exaggerate**; you have to back up what you’re saying because the employer will check your facts
- **Don’t go overboard with what you put in** – list only the skills and accomplishments that match what the employer is looking for; if it doesn’t support or relate to the job that you’re seeking, leave it out
- **Don’t have misspelled words or poor grammar in your resume**
- **Leave out salary needs and history**, if at all possible – employers will often use that information to screen out applicants
- **Don’t be too general** – generic, one-size-fits-all resumes aren’t considered to be worthy of an employer’s time; **TARGET YOUR INFORMATION** (use the job’s description or the job posting)
- **Don’t mass-mail resumes**, unless you want few or no responses and you’ve got a lot of money to burn
- **Don’t be too wordy**; remember, **employers scan resumes – they don’t read them**
- **If you don’t state specific skills required for the job on your resume, employers will assume that you don’t have them** – if you don’t have what the employer requires, **don’t apply for that job**, and keep looking for other opportunities
- **Don’t leave out CAREER (OR JOB) OBJECTIVE, SUMMARY OF QUALIFICATIONS, PROFESSIONAL EXPERIENCE (WORK HISTORY), or EDUCATION sections** – employers expect to see those sections
- **Leave out reasons why you left any job** – cover that information during job interviews only
- **If your resume has out-of-date or incorrect information, retype it**
- **Don’t use gimmicks (such as out of the ordinary fonts or wild colored paper)** – stick with a **conservative, professional** look for your resume – employers assume that gimmicks try to cover a lack of substance, and no gimmick can ever replace solid facts focused on how you can excel at performing the job
- **Reliable CONTACT INFORMATION is essential** – if employers can’t reach you, they won’t look for you
- **Think it over carefully, and use the right format that suits your employment needs** – for example, if you’ve had a lot of jobs in a short amount of time, and you use a CHRONOLOGICAL format for your resume, you’ll look like a “job hopper” to most employers (and you probably won’t be called in for an interview)
- **Don’t put things like “RESUME”, “PROFILE OF...”, or “REFERENCES AVAILABLE UPON REQUEST” in your resume** – they already know that
- **When you do submit references as requested by an employer, use people who will say nice things about you**
- **Avoid gaps in employment that you list** – consider using a FUNCTIONAL format (or don’t list dates)
- **Leave out unnecessary personal information like HOBBIES, YOUR AGE, MARITAL STATUS, SPOUSE’S NAME AND OCCUPATION, CHILDREN’S NAMES, HEALTH STATUS, POLITICAL / RELIGIOUS / ETHNIC-NATIONAL ORIGIN INFORMATION** – that information could be used to discriminate against you
- **Unless you’re an actor or a model, don’t submit a photograph with your resume**

- Don't use company equipment for any aspect of your job search (even if they don't mind) – some employers will assume that you're not authorized to use the company's equipment and you're doing your job search (instead of performing your job) on company time (not really a good impression to make)
- Don't forget to submit a cover letter with your resume for professional positions – employers usually want to see evidence of your writing capabilities

Adapted from <http://www.careerealism.com/resume-duties-into-accomplishments/>

## How To Turn Duties Into Accomplishments On A Resume

By Don Goodman  
February 10, 2015

Managers want to hire the best talent. So your resume really needs to highlight your accomplishments. Ask yourself some of these questions to help turn duties into accomplishments on the resume.

### 1. What would you brag about?

Think of a particular instance where you brought about impressive results on your job(s).

### 2. How do I compare with my peers?

Are you more senior than others? Do you specialize in a particular area? Are you the 'go-to' person for specific areas? Were you chosen to train others? This will help differentiate you from others who may have the same level of responsibilities and duties.

### 3. Was there anything I did that was above and beyond my normal responsibilities?

In some professions, it's harder to quantify results, in which case we go to qualified results and look at how you may have improved a situation like employee retention, customer service, and so on.

### 4. Was there a time when I was recognized for a job well done by those higher up?

Things like Employee of the Month, Top Salesperson of the Year, and other forms of recognition can be used to relay how great you are at the job.

### 5. Was there something I did or an idea I proposed that led to implementation that resulted in notable improvements in performance, service, or profit?

This question can also be used to help you showcase results.

It's important to remember that hiring managers already understand the duties of the job – they want to know how you are better than the next job candidate. Remember also that success and accomplishments are best demonstrated when performance is measured – whether quantified, qualified, or both.

From <http://labor.ny.gov/agencyinfo/industrykeywords.shtm>:

## INDUSTRY KEYWORDS

Some larger companies may have a scanner system to read resumes. They use this to quickly go over a large number of resumes in a short time. Below are some keywords separated by industry type to include in your resume.

### High Impact Phrases:

- |   |   |   |
|---|---|---|
| <ul style="list-style-type: none"> <li>• Accelerated career track</li> <li>• Best in class</li> <li>• Business process redesign</li> <li>• Capturing cost reductions</li> <li>• Catalyst for change</li> <li>• Change agent</li> <li>• Competitive market positioning</li> <li>• Core competencies</li> <li>• Cross-functional team leadership</li> </ul> | <ul style="list-style-type: none"> <li>• Deliver strong and sustainable gains</li> <li>• Distinguished performance</li> <li>• Driving customer loyalty initiatives</li> <li>• Driving performance improvement</li> <li>• Emerging business ventures</li> <li>• Entrepreneurial drive / vision</li> <li>• Market dominance</li> <li>• High impact / performance / quality</li> </ul> | <ul style="list-style-type: none"> <li>• Organizational driver</li> <li>• Outperforming market competition</li> <li>• Peak performer</li> <li>• Top flight leadership competencies</li> <li>• Visionary leadership</li> </ul> |
|---|---|---|

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**Administration:**

Specific names of software, back office operations, records management, workflow prioritization, confidential correspondence, executive support, meeting planning, vendor and customer communications, productivity and performance management, project planning, staff training and development

**Association and not for profit management:**

Corporate giving, endowment funds, grassroots campaign, board relations, budget oversight, community outreach, member development / retention / services, not-for-profit, organizational leadership / mission / vision, policy development, public relations, research foundation, volunteer recruitment, strategic planning, policy development, humanitarian relief, donor negotiations

**Banking:**

Asset based lending, asset management, branch operations, commercial banking, consumer credit, credit analysis, depository services, global banking, foreign exchange, investment management, letters of credit, loan processing, return-on-investment, risk management, secured lending, credit administration

**Customer service:**

Relationship management, customer communications, customer needs assessment, customer retention, customer satisfaction, order processing, key account management, process simplification, records management, sales administration, service benchmarks, service delivery, service measures, multi-site call center management, procedure standardization, strategic business planning, vendor sourcing, contract compliance

**Engineering:**

Capital project, computer aided engineering, cross-functional team, engineering charge order, experimental design, facilities engineering, field performance, methods design, Process development, product design, product development cycle, product innovation, product manufacturability, productivity improvement, project costing, project planning, prototype, quality assurance, regulatory compliance, research and development, scale-up, turnkey, work methods analysis, environmental testing, product cost and production scheduling

**Finance, accounting and auditing**

Accounts payable, accounts receivable, asset disposition, asset management, audit controls, capital budgets, corporate tax, cost accounting, cost/benefit analysis, credit and collections, debt financing, E-Trade, financial analysis, financial planning, foreign exchange, international financing, investment management, investor relations, job costing, letters of credit, leveraged buy-out, operating budgets, P&L analysis, return on equity, revenue gain, risk management, shareholder relations, stock purchase, treasury, trust accounting

**General, Executive Management and Consulting**

Accelerated growth, benchmarking, business development, business reengineering, capital projects, consensus building, process improvement, corporate development, corporate image, cost avoidance, cost reduction, customer driven management, efficiency improvement, emerging business venture, entrepreneurial leadership, financial management, financial restructuring, high-growth organization, long-range planning, margin improvement, market development, new business development, organizational culture, performance improvement, policy development, relationship management, process reengineering, productivity improvement, P&L Management, revenue growth, signatory authority, start-up venture, strategic development, tactical planning, team building, turnaround management

**Healthcare**

Acute care facility, ambulatory care, assisted living, capital giving campaign, case management, certificate of need, chronic care facility, clinical services, continuity of care, electronic claims processing, fee billing, grant administration, managed care, multi-hospital network, outpatient care, patient relations, peer review, physician credentialing, preventative medicine, provider relations, public health administration, rehabilitation services, risk management, service delivery, third party administrator, wellness programs, integrated health care delivery

**Hospitality**

Amenities, back-of-the-house operations, catering operations, club management, Food and beverage operations, guest retention, hospitality management, inventory planning and control, member development, menu pricing, occupancy, portion control, property development, purchasing, resort management, signature property, vendor sourcing, VIP relations

**Human resources**

Americans with disabilities act, benefits administration, career pathing, change management, claims administration, compensation, competency-based performance, electronic applicant screening, employee empowerment, employee relations, equal employment opportunity, grievance proceedings, incentive planning, labor arbitration, labor contract negotiations, merit promotion, organizational needs assessment, performance incentives, position classification, professional recruitment, succession planning, train-the-trainer, union relations, workforce reengineering

#### **Human services**

Advocacy, behavior management, behavior modification, casework, community outreach, counseling, discharge planning, integrated service delivery, mainstreaming, psychological counseling, social services, substance abuse, testing, treatment planning, vocational placement

#### **Information systems and Telecommunications technology**

Advanced technology, application development, benchmarking, capacity planning, cellular communications, data communications, data recovery, database design, database server, desktop technology, disaster recovery, document imaging, e-learning, electronic data interchange, emerging technologies, end user support, firewall, hardware engineering, imaging technology, Local Area Network, management information systems, multiuser interface, network administration, operating system, pilot implementation, project lifecycle, real time data, remote systems access, systems acquisition, systems configuration

#### **International business**

Acquisition, competitive intelligence, cross-border transactions, diplomatic protocol, e-commerce, emerging markets, feasibility analysis, foreign government affairs, foreign investment, global expansion, global market position, intellectual property, international financing, international subsidiary, joint venture, market entry, merger, technology, licensing, strategic alliance

#### **Law and corporate legal affairs**

Acquisition, adjudicate, administrative law, antitrust, briefs, case law, copyright law, depositions, due diligence, intellectual property, joint venture, judicial affairs, juris doctor, landmark decision, legal advocacy, legal research, legislative review, licensing, limited partnership, mediation, memoranda, mergers, motions, negotiations, patent law, probate law, settlement negotiations, trial law, unfair compensation

#### **Manufacturing and operations management**

Cell manufacturing, computer integrated manufacturing, clean, cost avoidance, cycle time reduction, distribution management, efficiency improvement, environmental health and safety, equipment management, facilities consolidation, inventory control, inventory planning, just-in-time, labor efficiency, logistics management, manufacturing integration, master schedule, materials planning, multi-site operations, Occupational health and safety, operations start up, order fulfillment, order processing performance improvement, pilot manufacturing, process automation, product development, production lead time, production output, productivity improvement, quality circles, regulatory compliance, value-added processes, warehouse operations, workflow optimization, world class manufacturing, yield improvement

#### **Public relations and corporate communication**

Advertising communications, brand management, broadcast media, community affairs, community outreach, competitive market lead, cooperative advertising, corporate identity, corporate sponsorship, creative services, crisis communications, direct mail campaign, electronic advertising, event management, fundraising, logistics, market research, media buys, media scheduling, press releases, print media, promotions, public affairs, publications, sales incentives, special events, strategic positioning, trade shows

#### **Purchasing and logistics**

Acquisition management, barter trade, bid review, capital equipment acquisition, commodities purchasing, competitive bidding, contract administration, fixed price contracts, international trade, inventory planning and forecasting, just-in-time purchasing, materials replenishment ordering purchasing, offshore purchasing, outsourced, procurement, proposal review, request for proposal, subcontractor negotiations, supplier management, vendor quality certification, vendor sourcing

#### **Real estate, construction and property management**

Asset management, asset workout/recovery, building code compliance, capital improvement, commercial development, competitive bidding, contract administration, contract award, environmental compliance, estimating, fair market value pricing, infrastructure development, leasing management, preventative maintenance, project concept, project development, property management, real estate appraisal, real estate investment trust, renovation, return on assets, site development, turnkey construction

#### **Retail**

Buyer awareness, credit operations, customer loyalty, distribution management, in-store promotions, inventory control, loss prevention, mass merchants, merchandising, preferred customer management, pricing, retail sales, security operations, softgoods

#### **Sales and marketing**



Account development, brand management, campaign management, competitive analysis, competitive contract award, consultative sales, customer loyalty, customer needs assessment, customer retention, direct mail marketing, direct response marketing, direct sales, distributor management, incentive planning, key account management, margin improvement, market launch, market positioning, market share ratings, new market development, product launch, P&L management, profit growth, promotions, revenue stream, sales forecasting, solutions selling

#### **Security and law enforcement**

Asset protection, corporate security, crisis communications, electronic surveillance, emergency preparedness, interrogation, safety training, surveillance

#### **Teaching and education**

Classroom management, course design, curriculum development, education administration, field instruction, grant administration, holistic learning, instructional programming, lifelong learning, peer counseling, program development, recruitment, scholastic standards, student services, training and development

#### **Transportation, warehouse and distribution**

Cargo handling, carrier management, container transportation, contract transportation services, dedicated logistics operations, dispatch operations, distribution management, driver leasing, equipment control, export operations, fleet management, freight consolidation, inbound transportation, load analysis, logistics management, over-the-road, port operations, regulatory compliance, route management, route planning and analysis, safety management, terminal operation, traffic planning, warehouse management, workflow optimization

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### **Formatting an Electronic Resume**

*(Adapted from **The Damn Good Resume Guide** by Yana Parker)*

- Step One - Open the file of your hard copy resume (assuming you are in MS Word).
- Step Two - Select SAVE AS and give the new file another name (for example, "restxt") and save it as TEXT ONLY.
- Step Three - close the document and reopen the new file in Word.
- Step Four - Change each bullet point to a dash.
- Step Five - Use all caps for words that you want to emphasize (such as YOUR NAME and MAJOR HEADINGS).
- Step Six - Adjust the spacing between sections, bullet points, and words so that information is presented logically and is in as appealing a format as possible.
- Step Seven - Change the font for the ENTIRE DOCUMENT to be Courier New and 12 point in size (**this text is Courier New, 12-point**). Reset left margin to 1" and right margin to 1.75" (top and bottom margins to 1").
- Step Eight - adjust text if it is jumbled up by resetting the margins.
- Step Nine - SAVE AS "restxtbrk" under Text Only with Line Breaks.
- Copy and paste as needed.

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Adapted from <http://lifehacker.com/5866630/how-can-i-make-sure-my-resume-gets-past-resume-robots-and-into-a-humans-hand> and <http://blog.resume-help.org/2011/05/resume-screening-tips-for-beating-automated-resume-review-process/>

### **GETTING YOUR RESUME THROUGH APPLICANT TRACKING SYSTEMS (ATS) SOFTWARE**

Many public corporations have very rigid employment screening, often automated through software. While job seekers know that they should make accomplishments unique, valuable and strategic and their approach personal and genuine, many boil their experience down to broad descriptions and pack them full of the most common industry jargon. So instead of just dumping all the keywords from the job description in, for best results you'll need to employ a strategy.

#### **How to "Hack" the Automated Resume Screeners**

**Don't just focus on the keywords that are in the job description.** Sophisticated resume screeners look for **semantic matches**—related terms (e.g., not just CPA, but also accounting, audits, SEC, financial statements, etc.).

**Consult insiders for help finding relevant words.** Consult an HR manager or employer in your field—you can go straight to the source and ask them to either look over your resume or suggest what kinds of experience / skills they look for in a candidate. Also, **LinkedIn** (<http://www.linkedin.com/>) might be the best place to make connections with people in a position similar to the one you'd like to have – be sure to check out the industry groups forums, too.

**Pepper all the job-related words across your resume.** Screeners also factor in the depth of your skills (i.e., analyzing your length of experience), so it's also important to place those important words, where appropriate, throughout your resume, in all job positions if possible. Order your bullets in descending order of relevancy to the job description.

**Create a relevant category expertise section.** Make sure your resume matches the special categories for the job you're applying for. *Resume Help* gives these examples:

- **Companies are looking for specialists, not industry generalists.** Identify a category match by creating a separate section in the top 1/3 of your online resume that captures the relevant category expertise.
  - Examples of generic category expertise: **Management, Operations, Communications, Marketing**
  - Examples of specific, relevant category expertise: **Client Relationship Management, Revenue Growth, Risk Management, Negotiation, CRM Program Development**
- After you've pinned the category expertise, your job is to prove it through brief examples from your experience. Ensure your examples demonstrate the category expertise you've highlighted and focus on priority keywords within the job description. Keyword matching not only demonstrates that you understand the job requirements but it also shows that you "speak their language". Remember, though, that not all **keywords** are created equal – keywords are weighted in terms of relevance. Exact matches will likely rank higher. Audit the job description and build a list of priority and secondary words to include.

**Prioritize the words in your resume.** The *Resume Help* blog (<http://www.resume-help.org/>) recommends auditing the job description to build a list of priority and secondary words to include:

- **Priority resume keywords:** words used in the company's listed job title, used in the description headlines, used more than twice, called out as success criteria
- **Secondary resume keywords:** mention of competitor companies or brand name experience, keyword phrases (phrases surrounding priority keywords), notable industry qualifications (training, associations)

**Don't use photos on your resume.** Background images and photos might make your resume unreadable.

**Use bulleted lists, not paragraphs, to describe your work.** It may be harder for screeners to separate long paragraphs.

**Use social networks to enhance your resume.** Some resume screeners add other features to check up on you. **Reppify** (<http://www.reppify.com/>), for example, checks your social network posts and how you use sites like LinkedIn, Facebook, and Twitter. So make sure what you post on those networks matches with what you say on your resume.

**Don't forget the basics:** Your resume should address all the listed job requirements, such as years of experience and education, technical proficiency, geography (depending on relocation parameters), and language. Make a list of these requirements and check that you've addressed them in your resume.

Don't forget, of course, that the ultimate goal will be to get your resume in the hands of a real human. Luckily these tips should also help your resume's chance of getting past **human** screeners and hopefully land you an interview.

From <http://www.managing-change.net/job-skills-list.html>

## Determine your strengths with this job skills list!

This job skills list can be used to assess your skills and write your resume/cover letter that you may not have thought of yourself.

To gain a better understanding, you can organize your personal job skills list using a three column grid: daily, often and sometimes. See below. Write down the skills you use at that frequency level. At this point, don't worry about what you like or dislike, just write down everything that fits in the frequency.

At the end of this exercise, you will have identified list of skills you can use. Have fun!

DAILY

OFTEN

SOMETIMES

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brainstorming, assembling equipment,  
etc.

designing systems, managing people,  
etc.

budgeting, coaching, etc.

#### A

adapting policies  
administering medication  
administering technology  
advising people  
analyzing data  
analyzing problems  
assembling equipment  
attention to detail  
auditing financial data

#### B

being actively involved  
being thorough  
brainstorming  
budgeting  
building new business

#### C

calculating data  
categorizing records  
checking for accuracy  
coaching people  
collaborating ideas  
collecting items  
communicating with young/old  
people  
comparing results  
comprehending books/ideas  
conducting interviews  
confronting other people  
constructing buildings  
consulting organizations  
counseling people  
creating ideas  
creating meaningful work

#### D

dealing with complaints  
defining problems  
delegating responsibilities  
designing systems  
developing plans for projects  
displaying art  
distributing products

dramatizing ideas  
drive safely

#### E

editing  
encouraging people  
enforcing rules  
entertaining others  
envisioning solutions/ideas  
estimating project workload  
evaluating programs  
expressing feelings  
expressing ideas  
extracting information

#### F-G

finding information  
finding missing information  
following instructions  
gathering information  
generating accounts  
goal setting

#### H-L

handling money  
identifying problems  
imagining innovative solutions  
information management  
inspecting buildings  
inspecting equipment  
interacting with various people  
interpreting languages  
interviewing  
inventing products/ideas  
investigating solutions  
knowledge of community  
knowledge of concepts and  
principles  
knowledge of government affairs  
leading teams  
listening to people

#### M

maintain focus with interruptions  
maintaining a high level of  
production  
maintaining accurate records

maintaining emotional control  
under stress  
maintaining files  
maintaining schedules/times  
making important decisions  
managing organizations  
managing people  
measuring  
mediating between people  
meeting deadlines  
meeting new people  
meeting people  
motivating others  
motivating others

#### N-P

navigating politics  
negotiating purchases  
operating equipment  
organizing files  
organizing tasks  
performing clerical work  
performing numeric analysis  
performing numerical analysis  
persuading others  
planning meetings/agendas  
planning organizational needs  
predicting future trends  
preparing written  
communications  
prioritizing work  
product promotion  
promoting events  
proposing ideas  
providing customer service  
providing discipline  
public speaking

#### Q-R

questioning others  
raising funds  
reading  
recognizing problems  
recruiting  
rehabilitating people  
relating to others

remembering information  
repairing equipment  
reporting data  
researching  
resolving conflicts  
resolving conflicts  
results orientated  
running meetings  
running meetings

#### S

screening telephone calls  
selling ideas  
selling products/services  
serving people  
setting performance standards  
setting up demonstrations  
sketching charts or diagrams  
suggesting courses of action  
summarizing data  
supervising employees  
supervising operations  
supporting others

#### T-W

taking decisive action  
taking initiative  
taking personal responsibility  
teaching/training people  
team building  
technical work  
thinking logically  
translating words  
using computers  
working creatively  
working long hours  
working with statistics  
writing for publication  
writing letters/papers/proposals  
writing reports

*This is not a complete job list  
skills, it's just a good list to  
help you identify what you  
are good at.*

Adapted from <http://robinryan.com/cover-letter-formula>

## Employer Formula for Writing an Attention Grabbing Cover Letter

By Robin Ryan

Hiring managers agree that good cover letters are very influential. Since the average professional position usually competes against many other applicants, you absolutely MUST grab the employer's attention in your first opening sentence. Two typical openings fail miserably.

The worst culprit is, "I am writing to apply for the ad that I saw in Sunday's paper." This opening is used by most candidates, so when an employer sees these words so often their mind automatically just skims by it and everything else on the page. Likewise, the second opening – "You're a great company" – tells the employer something they already know. Neither opening captures the employer's attention.

The Power Impact Technique™ begins with a strong opening which focuses on filling the employer's needs. 96% of the hiring managers participating in our national survey, conducted for my book *Winning Cover Letters*, selected The Power Impact Technique™ as their preferred letter writing style.

The Power Impact Technique™ is basically a two-step process in which you:

- Analyze the job for both noted and assumed needs, and determine the most important skills the employer is looking for.
- Immediately address how you will meet the employer's needs.

The Power Impact Technique™ begins your letter with a strong opening sentence emphasizing the major selling points and skills that you would bring to the job. It offers actions and results, the winning formula that really has employers taking notice. Look at the difference between the typical opening, "I'm applying for the ad in Sunday's paper" and a couple of openings using The Power Impact Technique™ :

- **Ten years in senior management with proven expertise in international finance for a Fortune 100 company...**
- **A proven track record in tax accounting....**
- **Strong managed care management experience with proven expertise to improve customer service and contain costs....**

These openers are eye-catching, designed to get the employer to see what you can do. The secret lies in simply addressing their needs right up front. After all, these are the necessary skills and experience they are seeking.

The body of your letter is used to demonstrate "proof" that you can perform the duties desired. To develop this "proof," make an outline of the important points that the employer wants. Just underline the major items from the want ad or job opening announcement. Whenever possible, use your network to gather any inside information on what's most important to that employer for that job. Always keep in mind this one thing: **What is it that they need me to do in this job to do it well?** Then consider what you have done in your previous jobs that are transferable to the new position. It is this experience that you want to emphasize.

The next step is to ask yourself, **"What were the RESULTS of my efforts on previous jobs, projects, or tasks that I've undertaken?"** There's the key – to compose your letter, just highlight the duties and skills needed by referencing your abilities to perform them plus offer any known results from your past efforts as the proof that you CAN do the job.

Keep the body of the letter short, not more than one page. Conclude your letter with the power phrase, **"I would like to discuss in greater detail the valuable contributions I'd bring to your organization."** This shows you're a team player who's productive and focused on being an asset to the employer.

Your cover letter must develop enough interest to get the employer to want to turn the page, look at your resume and say, "Let's call this one in for an interview," Implement this technique, and employers will start calling you.

Source: *Winning Cover Letters, 2nd Edition* by Robin Ryan

### **ACTION VERBS FOR RESUMES (AND APPLICATIONS)**

Accelerated	Addressed	Approved	Augmented	Calculated	Communicated
Accomplished	Adhered	Arranged	Authored	Catalogued	Compared
Accounted	Administered	Assembled	Authorized	Chaired	Compiled
Accumulated	Advanced	Assigned	Automated	Changed	Compiled
Achieved	Advertised	Assisted	Balanced	Clarified	Completed
Acquired	Advised	Assumed	Bought	Classified	Composed
Acted	Allocated	Assured	Broadened	Coached	Computed
Activated	Analyzed	Attained	Budgeted	Coded	Conceived
Adapted	Appraised	Audited	Built	Collected	Concentrated

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Conceptualized	Enhanced	Integrated	Produced	Solidified
Conducted	Enlarged	Interfered	Programmed	Solved
Configured	Enlisted	Interpreted	Projected	Sorted
Considered	Ensured	Interviewed	Promoted	Sparked
Consolidated	Equipped	Introduced	Proposed	Specified
Constructed	Established	Invented	Protected	Staffed
Consulted	Evaluated	Investigated	Provided	Standardized
Contained	Evaluated	Involved	Publicized	Stimulated
Continued	Examined	Issued	Published	Streamlined
Contracted	Executed	Joined	Purchased	Strengthened
Contracted	Exercised	Judged	Pursued	Structured
	Expanded	Justified	Qualified	Subcontracted
Contributed	Expedited	Launched	Quantified	Submitted
Controlled	Experienced	Lead	Quenched	Succeeded
Cooperated	Extended	Learned	Reclaimed	Summarized
Coordinated	Extracted	Leased	Recommended	Supervised
Corrected	Fabricated	Lectured	Reconciled	Supplied
Correlated	Facilitated	Led	Reconstructed	Supported
Corresponded	Familiarized	Lessened	Recorded	Surveyed
Counseled	Fashioned	Loaded	Recruited	Synthesized
Created	Fixed	Maintained	Redesigned	Systemized
Credited	Focused	Managed	Reduced	Tabulated
Critiqued	Forecast	Managed	Referred	Targeted
Cut	Formulated	Marketed	Regulated	Taught
Debugged	Founded	Mastered	Released	Tested
Decided	Functioned (as)	Measured	Remodeled	Tracked
Decreased	Furnished	Mediated	Repaired	Trained
Delegated	Generated	Met	Reported	Transferred
Deleted	Granted	Moderated	Represented	Translated
Delivered	Graphed	Modified	Requested	Trimmed
Demonstrated	Guaranteed	Monitored	Required	Updated
Designed	Guided	Motivated	Requisitioned	Upgraded
Determined	Guided	Negotiated	Researched	Utilized
Developed	Handled	Neutralized	Reshaped	Validated
Devised	Headed Up	Normalized	Responsible (for)	Wrote
Diagnosed	Helped	Notified	Restored	
Directed	Hired	Opened	Restructured	
Dispatched	Identified	Operated	Retained	
Dispersed	Illustrated	Orchestrated	Retrieved	
Displayed	Implemented	Ordered	Reviewed	
Distinguished	Improved	Organized	Revised	
Distributed	Included	Originated	Revitalized	
Diversified	Increased	Overhauled	Saved	
Documented	Indoctrinated	Oversaw	Scheduled	
Drafted	Influenced	Participated	Schooled	
Earned	Informed	Performed	Screened	
Edited	Initialized	Persuaded	Secured	
Educated	Initiated	Planned	Selected	
Emphasized	Innovated	Posted	Served	
Employed	Inspected	Prepared	Serviced	
Enabled	Installed	Presented	Set Objectives	
Encouraged	Instigated	Prioritized	Set up	
Engaged	Instituted	Processed	Shaped	
Engineered	Instructed	Procured	Sold	

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