

REINVENT YOUR RÉSUMÉ AND LAND YOUR DREAM JOB
WITH JOB-WINNING STRATEGIES.

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THE POWER OF A GREAT RÉSUMÉ

THE PURPOSE OF A RÉSUMÉ IS TO WIN AN INTERVIEW

- > One of the most important written documents you will ever create. It helps you to understand and package yourself appropriately as a commercial commodity. Everything on the résumé should be relevant to the job to which you are applying.
- > Hiring managers want to hire people with pleasing personalities. Packaging can convey a unique personality, and so can words. **Remember, words are power.** It will generate phone calls asking you to come in for interviews.
- > Any résumé can list employment dates and job position titles, but the best ones **SHOW** not **TELL** an employer how they will solve their problems. Don't tell me, sell me!
- > Writing a good résumé is a **targeted** résumé it requires that you focus on the job you want. Putting together a successful résumé helps prepare you for the interview as most interviews now base their questions on **résumé content**.

BEGIN BY RECOGNIZING...

- > A print ad will fail unless you have an amazing offer. Without an offer an ad will not get read. Employers are scanning for words that show results.
- > First, use action-oriented keywords that reflect your ability to solve problems, take initiative, are performance-driven and goal-based. No résumé ever gets read, and no one ever gets interviewed or hired, unless someone, somewhere is trying to solve a problem.
- > The job of your résumé is to speak loudly and clearly about your value as a potential problem solver in a specific area.
- > Value must be clearly expressed in a few seconds, because that's all the attention it will get in its first reading.
- > Short words for short sentences help make short, gripping paragraphs – good for short attention spans.
- > Show a clear match between the applicant and a particular job's requirements.
- > Remember, people **respect** what you **inspect**, not what you **expect**.



START WITH A FLATTERING FORMAT

Remember to create your own look. Review other résumé samples to identify design features that you find appealing yet professional. **ELIMINATE SOME LINES** – underlining is not recommended as it makes the page look ‘busy’ and may interfere with **applicant tracking scanners (ATS)**. Presentation is everything!

- > White space can stop people in their tracks and produce a higher response rate!
- > One page for entry level and less experienced candidates.
- > Two pages for more than five years experience or executive level applicants.
- > Choose your own unique header.
- > Know your job target.
- > Use keywords that are directly related to the job – keeping job title and job posting in mind.
- > Focus on the employer’s needs.
- > Avoid résumé templates. This include graphics, graphs, columns, grids, or tables.
- > Display your name boldly with a font 16-18 size.
- > Résumé body font should be no smaller than 10 points and no larger than 12 points.
- > Use judicious usage of bold and italics. No more than two different fonts on your résumé.
- > Default margin setting in Microsoft Word is 1.25" or moderate layout 1.25 and sides .075.



RÉSUMÉ SECTIONS

- > Name – First and last name. (It is not required to put Mr., Ms., Miss, or Mrs. before your name.)
- > Address – Give your complete address. Do not abbreviate unless space restrictions make it mandatory. If you do abbreviate – such as St. or Apt. – be consistent.
- > Telephone number – Always include your cell or home telephone number.
- > Put your LinkedIn, Facebook or other social media URLs in your email signature and put that same URL on your business card. This makes it easier for people to connect with you.
- > Email – Your email is an integral part of your contact information. **Tip:** Create an email that speaks to your profession. For example: biochemist@aol.com.

PLEASE NOTE: If you are posting your resume on social media take these precautions; do not include your address or your phone number. An email is a must though so you can be found.

- > Profile – Show who you are, what your strengths are and what you can do for the prospective employer.
- > Relevant employment history – If no experience, list your hands-on skills under a heading: **BCIT Academic Projects**.
- > Other employment history.
- > Education – Include your professional development, certifications and other studies.
- > Volunteer community help – Try to show your skills that can be transferred into the current job.
- > Hobbies or Interests – Showcase your balance of life style.

THE IMPORTANCE OF JOB TITLES

- > A targeted job title helps your résumé perform in the database searches and acts as a headline to give the reader a focus and starting point.
- > Recruiters have discovered that they receive a better response with well-chosen skill-based job titles. For example: Client-focused Junior Accountant.
- > The job title you choose should be a simple, concise title employers actually search for – not a creative hook or title

that is only known within your organization. ‘Sales Star’ is not an effective job title, instead use ‘Client-centred Sales Executive’.

WHERE TO FIND WORDS THAT DESCRIBE WHAT YOU DO

- > **Google.** Check out **National Occupational Classification (NOC)** by Human Resources and Social Development of Canada (government resource) for word choices to describe the job you’ve had or the one you are seeking (hrsdc.gc.ca/noc).
- > Use **BC Work Futures** for Trade and Technical occupations (future-works.com).

INCREASE YOUR KEYWORD DENSITY

- > Be sure to load your résumé with industry-specific keywords and key phrases related to the job.
- > Use the **situation/action/result** statements holding key words.
- > Demonstrate achievements and accomplishments. These include areas of expertise, core competencies or key proficiencies.

FOCUS ON THE CHOICE OF STATEMENT

- > Action verbs are dead! Skip verbs for increased impact. Begin with a RESULTS statement.
- > Summary – Take out that long, winded summary paragraph. Three to four lines should be sufficient.



SAMPLE HEADLINE

Objective statements are outdated; employers are not in favour of them. The only time it's ok to use an objective statement on your resume is when you have a career change. Employers are not interested in what you want, they are interested in what it is that you have to offer.

A branding statement identifies what it is you want to do. Career changers only use a title and an objective on their résumés or they can simply use one or the other.

Example

To contribute strong technical skills and expertise to your firm where my experience and accomplishments as an IT professional will increase product marketing and generate higher revenue.

Make a Great First Impression

- > Effective resumes show a clear picture of the value you'll bring to an employer.
- > Headline (or tagline) sections are a good place to create a great picture.
- > Here's an example of an effective headline and summary section.

Junior-level Interior Designer with two years expertise in 3D modeling

SUMMARY: Junior-level Interior Designer with two years experience in space planning, remodeling and renovations for residential and commercial properties. Proficient in 3D modeling and Computer-aided design (CAD).

BRANDING STATEMENT

No matter what your professional level, even without work experience, you have a personal brand. People know you, and rely on you, for certain things. This is why getting feedback from the people who know you best is so important. Ask them what they feel your top strengths and personal attributes are. Look at the feedback for cross-over. Which points stand out? These can help you differentiate your value in the market place over others with similar backgrounds.

Use brand, industry, and occupation-specific phrases.

Your professional branding statement communicates the essence of who you are in the workplace. Branding is a marketing concept and tool. Your brand reflects your professional reputation — what you're known for (or would like to be known for). When your reputation is a good one, it includes marketable distinctions like positive characteristics and achievements. It's a way to stand out from the teeming masses of competition for the best jobs. Use your branding statement on social media.

Passionate humanitarian with commitment to achieving social justice through the development of international literacy projects. Skilled in program management and project development with expertise in nonprofit administration, board and volunteer development, marketing.

“WOW” STATEMENTS

Accomplishments are key! Write for impact. Employers want to read more than a vague list of duties. They want to learn about your contributions, accomplishments and results. Include great statements and your résumé will stand out.

Formula for a great statement: Verb + (who, what, when, where, how) + Result = IMPACT!

Example

Implemented a filing system that increased efficiency of document retrieval by 15%.

Identifying Accomplishment/Achievements

An achievement and accomplishment are the same thing. It is a task that you have completed or carried out successfully, or a task that you finished to your satisfaction. It is a problem that you solved that had a noticeable to your satisfaction.

COMPETENCY-BASED SYSTEMS

Candidates need to take the time to position themselves differently than they have in the past to compete and win with employers today.

An individual competency is a written description of measurable work habits and personal skill used to achieve a work objective.

KEY ELEMENTS

Written description: What are the most accurate words that clearly describe the competency?

Measurable work: What does measurable mean? It is the success rate of the work, for example: “increased sales by 30 per cent within one year”. Measurable work includes something quantifiable: an amount, percentage, or time involved to complete work.

Habits and skills: What are the key habits and skills? Make sure the same word used as a competency is also used in the written description of your skill and habit.

To achieve a work objective: What was accomplished? The outcome or effect of your work is important. Ask how your work saved time or money, or improved the process. How did it benefit the organization?

Sample Accomplishment Statements

> Created and prepared 20 weekly and monthly status reports to ensure clients consistently received timely and complete information.

Savvy in e-commerce marketing concepts, having participated in design of two company Web sites, and conducted a symposia series to instruct hotel executives in the value of Internet marketing.

Although résumés should be accomplishments-driven (and should NOT focus on duties and responsibilities), many job-seekers have difficulty pinpointing their accomplishments. This worksheet will help you to brainstorm the accomplishments that will help sell you to your next employer.

SAR (SITUATION / ACTION / RESULT)

Remember this acronym; the employer wants to hear stories that parallel with the job duties – SHOW don’t TELL.

S – ITUATION
A – CTION
R – ESULT

EXERCISE #1

Make it short and be prepared to share with the class.

1. It tells the employers what you did and how you did it.
2. Quantify where you can; use strong, specific descriptive words to help the employers know exactly what you are able to do and what action you took.
3. What did you achieve and what was the end result?

Use the S.A.R. technique, in which you describe a SITUATION OR PROBLEM that existed in a given job, tell what ACTION you took to fix the SITUATION OR PROBLEM, and what the RESULT was.

In each job, what special things did you do to set yourself apart?

How did you do the job better than anyone else did or than anyone else could have done?

What did you do to make each job your own?

How did you take the initiative? How did you go above and beyond what was asked of you in your job description?

What special things did you do to impress your boss so that you might be promoted?



RÉSUMÉ FORMATS

CHRONOLOGICAL

A chronological résumé presents work experience arranged mainly in the order of most recent work first. It is most often used by people who are applying for work that they have done before, there are few gaps in their employment history and their last job was relatively recent.

This format focuses on the job titles, dates, company names and job duties or responsibilities.

FUNCTIONAL

A functional résumé presents work experience by listing relevant skills in different paragraphs. Often, people identify three skill areas, use a separate paragraph for each and list relevant skills appropriately. It is often used by people who want to highlight specific skills, have been unemployed for a long period of time, are changing careers, have “spotty” employment or have limited work experience in their employment goal.

This format focuses on specific skills relevant to an employer. Information about the job titles, dates and company names are presented near the end of the résumé.

COMBINATION

A combination résumé is a combination of both the chronological and functional résumé formats. It contains paragraphs of relevant skills related to the employment goal and work experience presented according to dates, job titles, company names, and job duties or responsibilities. It is often used by people who have had consistent and recent employment and want to highlight specific skills that are relevant to the employment goal.

NAME

Address Telephone Number email address
Put your LinkedIn URL in your e-mail signature

Personalize the header section by creating your own style of letterhead

SKILLS-BASED JOB TITLE EXAMPLE:

Top-Ranked Pharma Sales Representative - 5 Years

SUMMARY:

- . Three to four points of information directly relevant to position being sought. This can be done in sentence form or combined with bulleted outlines
- . Education: Name of BCIT program (if related to position being sought)
- . Technical Skills (equipment, machinery, procedures).
- . Computer Skills (applications and programs).
- . Personal Qualities

EDUCATION:

This is a formal document; type years in full to the far right of document

(i.e. 2000)

Place name of school and city first (do not bold)

Name of program (in bold)

*Professional development, training programs, and certificates may be added into this section also

RELEVANT WORK EXPERIENCE:

Use BCIT work projects and assignments if you have no relevant working background.

OTHER WORK EXPERIENCE

Name of Company – DO NOT BOLD

Job Title - BOLD

Job duties

Dates

AWARDS / PROFESSIONAL DEVELOPMENT / SCHOLARSHIPS

ASSOCIATIONS

Member Dates

Name of Association

INTERESTS:

FUNCTIONAL RÉSUMÉ

Showcases skills and abilities

Focus on description of skills achievements and personal traits targeting a specific job. You must have an employment objective in mind. This format is by new graduates, new to the field, new to the country or you have been out of the job force for a while.

- > Skills
- > Abilities
- > Credentials
- > Qualifications or accomplishments
- > Titles
- > Dates of employment

Employment track record is de-emphasized in order to highlight qualifications. The focus is squarely on what you did, not when or where you did it.



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ACCOUNTS RECEIVABLE CLERK

TAGLINE

Valued for exhibiting a calm and positive demeanor regardless of the situation.
Willingly going above and beyond to help others achieve goals and objectives.

SKILLS

- Maintaining a calm composure in high-pressure, time-sensitive environments
- Able to work at high speeds efficiency to meet the company's quota

EDUCATION

British Columbia Institute of Technology, Burnaby, BC
Major courses in area of concentration:

- Accounting Diploma program
- Received BCIT entrance scholarship
- First class honour roll throughout high school

WORK EXPERIENCE

University of Victoria, Victoria, BC

- Nine month school practicum
Victoria, BC

Accounting Clerk Assistant

COMBINATION

Combines functional and chronological. Following the summary, the combination résumé starts out like a functional résumé and highlights achievements in different categories relevant to the job/career goals.

This format is popular with employers as it shows off an upwardly mobile professional. It has the flexibility and strength that come from combining both the chronological and functional formats, highlighting achievements in different categories relevant to the job target.

- > A quick synopsis of your market value (functional style).
- > Followed by your employment history in a chronological format.
- > Promotes: assets, key credentials, qualifications.
- > Supported by specific highlights that matches a potential industry or employer's need.
- > Employment section directly supports the functional section.



JENNIFER RIVERS

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 Vancouver, BC, Postal Code
rivers@hotmail.ca
 LinkedIn URL

PURCHASING AGENT

Purchasing Agent with expertise in buying equipment, office supplies, and printing services for manufacturing and financial companies. Recognized for ability to achieve cost savings, represent company interests in negotiations, and to identify low-cost vendors while ensuring high-quality service. Strong team-builder, comfortable working with diverse populations in terms of both cultures and ideas. Fluent in English, Italian, and Spanish

Proven track record:**ACCOMPLISHMENTS****Cost Savings**

- Instituted bid process for supplies and services saving company 15% annually on office supplies and 5% annually on telephone equipment.
- Saved \$1000 per month by negotiating new contract for 150 fax machines for 2,500 employee companies; eliminated billing issues by including specific billing requirements in contract.
- Improved budget controls and streamlined ordering procedures by developing program for manager order approval; required departments to use assigned customer order representatives.

Customer Service

- Improved customer service by having supplies delivered to desks of department representatives; decreased lost and misdirected orders.
- Worked closely with office supplies vendor to create quarterly "Lunch and Learn" programs for 100 customer issues.
- Reduced returns by discussions with vendor sales representatives.
- Recognized by head of marketing department for providing outstanding customer service after negotiating for four free, same day deliveries and improving delivery contract.

EDUCATION AND RECOGNITION

BCIT – British Columbia Institute of Technology, Burnaby, BC

Financial Accounting Program

DATE

UBC – University of British Columbia, Vancouver, BC

Bachelor of Science in Business Administration

DATE

Langara University, Vancouver, BC

Leadership / Management Certification

DATE

PROFESSIONAL EXPERIENCE

TPR Corporation, West Vancouver, BC

DATE

Procurement Coordinator

- Named employee of the year in 20XX based on professional achievement.
- Improved vendor pricing and service after convincing supervisors to begin bid processes for supplies and services.

ABC Corporation, Vancouver, BC

DATE

Purchasing Agent

- Reduced cost and administrative time by negotiating multi-year contract for company with Boise Cascade.
- Facilitated meetings between ten people at printing company and marketing, legal and corporate communications departments to make decisions regarding business cards and stationery by deadline during corporation-wide branding change.



ACCOMPLISHMENTS

Looking at all the possibilities below to give you an idea where you can find multiple accomplishments from multiple sources:

- > Skills acquired during jobs, volunteer projects, class projects, parenting, hobbies, sports, etc.
- > Use what is transferable and applicable to what you want to do in your next job.
- > What technical accomplishments have you had? For example: wrote a software program, designed a web page.
- > What competitions did you excel in?
- > What best test score, the strongest essay, highest grade?
- > What creative accomplishments have you had? For example: poetry, plays, stories, music, art published, performed or exhibited.
- > What leadership positions have you held that demonstrate important skills related to the type of position you seek?
- > What community service projects did you undertake and what were the results of your efforts? For example: participated in a team effort to raise funds for charity that broke the school record.

EXERCISE #2

TRANSFERABLE SKILLS ARE VALUED

How to Evaluate Your Skills

The following is an inventory of skills that are transferable from one job to another. Think about your past experiences – in school, at part-time and full-time jobs, as a volunteer, and in your leisure time. Which of the following skills have you used? How good were you at them?

- > Circle the skills where your competence is above average, and put a check in the left hand box of any other skills you have used in the past. If you can think of other skills you have, put them under **Other Skills Not Listed**.
- > List your top five skills and place them under **Summary**. Choose skills you excel at, that you enjoy using, and that are related to your job target.

Skills

- ☐ ANALYZING situations or data
- ☐ ASSEMBLING equipment or information
- ☐ CALCULATING mathematical computations
- ☐ RISK ASSESSMENT
- ☐ COACHING (guiding or tutoring)
- ☐ COMPILING data or facts
- ☐ CONSTRUCTING objects or buildings
- ☐ CORRESPONDING (answering or initiating)
- ☐ COUNSELLING
- ☐ CREATING artistic creations, new ideas or inventions
- ☐ DECIDING alternatives (resources or materials)
- ☐ DESIGNING products or systems
- ☐ DISPLAYING ideas (products or equipment)
- ☐ EDITING newspapers or magazines
- ☐ ESTIMATING costs, income or physical space
- ☐ EVALUATING performance, programs, processes or events
- ☐ FUND RAISING (one-to-one or through media)
- ☐ GROUP FACILITATING (managing group interactions)
- ☐ HANDLING COMPLAINTS (client/customer)
- ☐ INSPECTING OR EXAMINING physical objects, financial statements or through test administration
- ☐ INTERPRETING data, legal, medical or technical terminology or other language
- ☐ INTERVIEWING
- ☐ INVESTIGATING private information, underlying causes or sequence of events
- ☐ MAKING LAYOUTS for printed media or public displays
- ☐ MEETING THE PUBLIC (receptionist, agency/product representative, salesperson, public servant or tour coordinator)
- ☐ MONITORING progress of people, processes or equipment
- ☐ MOTIVATING
- ☐ OBSERVING physical phenomena, human behaviours or changing situations
- ☐ OPERATING (equipment, machines or vehicles)

- ☐ ORGANIZING (people information or events)
- ☐ PLANNING (budgeting, goal setting or scheduling)
- ☐ PROGRAMMING (equipment or activities)
- ☐ PROMOTING (one-to-one or through media)
- ☐ RECORDING (numerical or scientific data)
- ☐ RECORD KEEPING (logs, files or time sheets)
- ☐ REPAIRING (equipment, vehicles, furniture or accessories)
- ☐ RESEARCHING (obtaining information from libraries, surveys or physical data)
- ☐ SELLING ideas (products or policies)
- ☐ SERVING a product or an individual
- ☐ SKETCHING (pictures, diagrams or charts)
- ☐ SPEAKING in public, to groups or via electronic media
- ☐ SUPERVISING (people or processes)
- ☐ TEACHING (formal or informal)
- ☐ TIMING (organizing time or events)
- ☐ TROUBLESHOOTING (equipment or situations)
- ☐ UPDATING (information or records)
- ☐ USING INSTRUMENTS (engineering, medical or scientific)
- ☐ WRITING (creative or expository)

OTHER SKILLS NOT LISTED ARE:

MY TOP FIVE SKILLS:

1.

2.

3.

4.

5.

TRANSFERABLE SKILLS ARE KEY TO SUCCESS

Adapted from an Article by Thomas Potts and Sheila Whittaker

What do a baker and a concrete mixer have in common? That might sound like a riddle, but these two jobs are very similar if you know about transferable skills.

A 59 year old concrete mixer became a baker when he lost his job, although he had never baked before in his life. As a concrete mixer, the man was a great worker. With 22 years of experience he knew all the concrete applications inside out and backwards, but when they were computerized he lost his job. He was able to succeed by transferring the skills he used as a concrete mixer to a new job in a production bakery.

But what on earth does baking have to do with mixing concrete? “These people essentially do the same thing – they mix, weigh and proportion material,” says Steve Gallison, the director of Professional Services Group, a firm that connects people and jobs. He worked with the concrete mixer to help him identify his skill set and find a new job where his skills were needed.

So he went for it. He found production bakeries in his area, filled out applications, and got an interview. Although he had no baking experience, he got a job and was able to negotiate for a better salary because of his skills. Gallison says, “He’s just as happy as can be in the new job. Transferable skills are really important to be looked at...It’s up to the individual – the candidate – to tell them (the employer) the obvious, because the obvious isn’t so obvious sometimes.”

The concrete mixer was able to transfer his skills because he was able to recognize them, and then to mobilize them in a new situation at a bakery.

So remember, you don’t have to start over and learn a whole new set of skills to begin a different career. Changing careers isn’t about radical change. It’s about translating your experience and your expertise into transferable, marketable skills.

After some soul searching you’ll most likely realize you’re far more marketable than you ever imagined. And you’ll also probably identify some areas in which you need to improve. But you will finally have a blueprint, a course of action. You can start to take command and responsibility of your own career.



EMPLOYERS HAVE STAFFING NEEDS

Remember the “You need ... I have statement”. Show, don’t tell!

Hard Skills

These skills are typically easy to observe quantify and measure: software engineer, accountant, human resources, carpentry, mechanic, and electrician.

- > Are technical or administrative procedures.
- > Related to an organization’s core business.

Soft Skills

Focus on what you have that is of value to the organization. Employers want to know that your soft skills – those less tangible but all-important interpersonal skills and work habits – will be a good fit with the corporate culture. For example: team builder, problem solver, skilled communicator, able to follow direction.

EXERCISE #3

TOP TEN SKILLS AND ATTRIBUTES BC EMPLOYERS ARE SEEKING

Adapted from the Business Council of BC 2010 Biennial Skills and Attributes Survey report found at bcbcc.com/Documents/REF_SS_2010_CompleteReport.pdf

Study list of ten skills and attributes BC Employers are looking for. Check the ones that describe you.

Top Attributes

- ☐ Accountability/responsibility
- ☐ Positive attitude/motivation/energy/passion
- ☐ Honesty/integrity
- ☐ High performance standards
- ☐ Self-motivated/able to work with little or no supervision
- ☐ Dedication/hardworking/tenacity
- ☐ Flexibility/adaptability
- ☐ Willingness to work and learn
- ☐ Perform well under pressure
- ☐ Customer service oriented

Top Skills

- ☐ Flexibility/adaptability/multi-tasking
- ☐ Speaking/listening
- ☐ Problem solving
- ☐ Teamwork
- ☐ Judgment/decision making
- ☐ Planning/time management
- ☐ Computer competency
- ☐ Critical thinking
- ☐ Writing
- ☐ Efficient use of technology, tools and equipment

EXERCISE # 4

ATTRIBUTES AND SKILLS MOST SOUGHT AFTER BY EMPLOYERS

Critical employability skills that employers demand of job-seekers

Put a check mark beside the words that are true of you. Keep your job objective and employers' needs in mind. Fill in "Other Skills" section (page 18). Complete "My Top Five Skills" (page 18) and include at least one from the "Ability to Relate to Others" section.

Ability to Relate to Others

- ☐ Amiable
- ☐ Compatible
- ☐ Congenial
- ☐ Cooperative
- ☐ Courteous
- ☐ Customer-oriented
- ☐ Diplomatic
- ☐ Easy to get along with
- ☐ Friendly
- ☐ Gracious
- ☐ Helpful
- ☐ Likeable
- ☐ Observe
- ☐ Confidentiality
- ☐ Outgoing – people-oriented
- ☐ Personable
- ☐ Pleasant
- ☐ Put others at ease
- ☐ Respected
- ☐ Supported
- ☐ Tactful
- ☐ Team-player
- ☐ Trustworthy
- ☐ Personalities
- ☐ Well-liked

Attitude

- ☐ Broad minded
- ☐ Business-like
- ☐ Calm
- ☐ Cheerful
- ☐ Common sense
- ☐ Confident

- ☐ Conscientious
- ☐ Considerate
- ☐ Consistent
- ☐ Dependable
- ☐ Down to earth
- ☐ Fair
- ☐ Genuine
- ☐ Loyal
- ☐ Objective
- ☐ Open-minded
- ☐ Positive
- ☐ Practice
- ☐ Professional
- ☐ Progressive
- ☐ Responsible
- ☐ Sense of humour
- ☐ Sensible
- ☐ Sincere
- ☐ Steady

Enthusiasm / Drive

- ☐ Ambitious
- ☐ Aggressive
- ☐ Assertive
- ☐ Competitive
- ☐ Diligent
- ☐ Dynamic
- ☐ Eager
- ☐ Energetic
- ☐ Enjoy challenges
- ☐ Enterprising
- ☐ Enthusiastic
- ☐ Go-getter
- ☐ Goal-oriented
- ☐ Keen

- ☐ Leader
- ☐ Meet deadlines
- ☐ Motivated
- ☐ Optimistic
- ☐ Positive
- ☐ Profit-oriented

Flexibility/Resourcefulness

- ☐ Adaptable
- ☐ Contemporary
- ☐ Creative
- ☐ Current
- ☐ Flexible
- ☐ Open to new ideas
- ☐ Original
- ☐ Proactive
- ☐ Resourceful
- ☐ Self-motivated
- ☐ Self-reliant
- ☐ Self-starter
- ☐ Take initiative
- ☐ Versatile

Communication/Problem Solving

- ☐ Analytical
- ☐ Articulate
- ☐ Clear thinker
- ☐ Decisive
- ☐ Discreet
- ☐ Empathetic
- ☐ Good conflict management
- ☐ Good listener
- ☐ Imaginative
- ☐ Incisive

- ☐ Intuitive
- ☐ Investigative
- ☐ Lateral thinker
- ☐ Logical
- ☐ Perceptive
- ☐ Persuasive
- ☐ Problem-solver
- ☐ Proven negotiator
- ☐ Quick learner
- ☐ Sound judgment
- ☐ Trouble shooter

Work Habits

- ☐ Able to prioritize
- ☐ Accurate
- ☐ Constructive
- ☐ Dedicated
- ☐ Diligent
- ☐ Efficient
- ☐ Focused
- ☐ Hard working
- ☐ Methodical
- ☐ Meticulous
- ☐ Orderly
- ☐ Persistent
- ☐ Precise
- ☐ Productive
- ☐ Prompt
- ☐ Punctual
- ☐ Reliable
- ☐ Show initiative
- ☐ Systematic
- ☐ Thorough
- ☐ Well groomed
- ☐ Well organized

EXERCISE #5

THE CAREER BRAND

Sometimes called a “value proposition” which should comprise of the employers three components referred to as the “Buying Motivators.”

An individual, the value proposition is a written description of measurable work habits and personal skills used to achieve a work objective. Your examples must be focused, powerful, and concise!

- > **Generate revenue.** (Increased sales expanded market share, augment profit.)
- > **Save money.** (Enhanced efficiency, boosted productivity, and improved cash flow.)
- > **Solve a problem.** (Reduced errors, eliminated downtime, and increased retention.)

The individual's supporting qualifications:

- > **Areas of expertise** (skills, abilities, level and stature).
- > **Background** (education, experience, credentials and accomplishments).
- > **The individual's added value** – a unique individual image of your:
 - > **Supplementary value** (special talents and contributions).
 - > **Individuality** (personality and style).

Now put these all together and write a four to five line summary or profile using a competency-based system or your value proposition using the building blocks format below:

- > Start with your profession or title listed for the position you are interested in.
- > Why should I hire you? Write about your expertise, addressing the employer's question.
- > Buying motivators. What value do you bring to the target employer?
- > Supporting qualifications: Demonstrate achievements, skills, abilities and accomplishments with SAR (Situation / Action / Result) statements.
- > Bring in the added value. How can you show that you will bring more to the job than expected?

THE BUILDING BLOCKS FOR A STRONG VALUE PROPOSITION

Value Proposition

The Value Proposition answers the employer's question: “Why should I hire you?”

“I would like to advance the goals and objectives of your corporate IT department using my strong network administration skills. Through my college courses, I have developed a solid foundation in various operating systems, current software, and a wide variety of networking protocols. I also have experience in providing excellent customer service, which will be valuable in providing our users with training on our systems.”

Buying Motivators

What value do you bring to the target employer? (i.e. Ability to implement current technology, enhance service to users, advance company goals.)

Supporting Qualifications

What skills, abilities and credentials are you offering? (i.e. College courses, network administration skills, current software, and technology.)

Added Value

How can you show that you will bring more to the job than expected? (i.e. Experience in providing excellent customer support.)

VALUE PROPOSITION EXAMPLE – GRADUATING TECHNOLOGY STUDENT

Put this all together and you should be able to come up with a strong proposition in your summary

Résumé

Career target: Network Administrator

- > Advancing the objectives of the corporate IT Department.
- > High energy professional with outstanding educational credentials.
- > Verifiable network administration skills, and current software technology knowledge.
- > Ability to implement technology to achieve company goals. Known for expertise in providing excellent customer service, training and support.

Buying Motivators

What value do you bring to the target employer?

Supporting Qualifications

What skills, abilities and credentials are you offering?

Added Value

How can you show that you will bring more to the job than expected?

Why should I hire you?

Attention-getting core strengths phrases (short list)

BUILD YOUR ONLINE PRESENCE USING THE MOST EFFECTIVE METHODS

SOCIAL NETWORKING SITES: HR DEPARTMENTS TURN TO SOCIAL NETWORKING TECHNOLOGY FOR RECRUITMENT AND HIRING.

Have you tried social networking sites to connect with your future employer? People are successfully using them today to find new work. They work so well because they use networking as their basis. Over 86% find work through networking. Nearly two thirds of companies do, or plan to bolster their recruiting and hiring efforts with internal social networking technology.

You will find a wealth of information about using LinkedIn through the “Learning Centre”. Note there is a section of the Learning Centre just for job hunters at <http://learn.linkedin.com/job-seekers/>.

- > Identify potential employers to target.
- > Find specific people within your targeted organizations.
- > Be more visible to recruiters and employers.

Statistics also show that job search networking is much more effective when you make loose connections with people whom you think cannot help you.

JOB HUNTING THROUGH LINKEDIN

On the LinkedIn site, you find a diverse group of people – more than 150 industries represented many countries, and all levels of people, from entry level to senior management. All the Fortune 500 companies have members on LinkedIn, and all the Fortune 500 are represented at director level or above. There are some powerful people on this site – and a lot regular folks, too!

Create a Memorable Profile by using a "Branding Statement"

- > Select a professional bright, well lit, and positive photo.
- > Include at least three recommendations.
- > Include eye-popping keywords; remember keywords help people to find your profile – these will come up in Google searches.

Get picked up: This site is made up of mostly employed adults who work for companies you want to get into.

Hot tip: recruiters use keyword searched to headhunt you.

You no longer need to search for people, companies, or jobs separately. Now, all you need to do is type what you're looking for into the search box and you'll see a comprehensive page of results that pull content from all across LinkedIn including people, jobs, groups, and companies.

Get it for free: To post a résumé on LinkedIn will cost you. But there is a free way around it. Search by company or person's name, identify the person you want to speak to, then go to their profile and see what groups they are part of. They may be part of a marketing association you are a member of. Ask to join this group. You will be let in. Now contact this hot lead for free.

2014: THE YEAR SOCIAL HR MATTERS

In 2013, organizations finally began in earnest to integrate social technologies into recruitment, development and engagement practices. In 2014, this social integration will become the status quo.

This year we'll see more forward-thinking HR leaders making the connection between having a solid social media strategy and finding top talent.

~ Jeanne Meister
Co-author of The 2020 Workplace book.



TWITTER

Be a follower: By following people in companies you want to work for, you will know who hangs out with them, what conferences they attend, what they are thinking and what their future plans may be. This insider information can be used to tailor your brand to their needs.

Be a leader: Employers love hiring people who have an opinion and are current. By writing twitter entries that are relevant to your industry, you are demonstrating your knowledge. It is the ultimate show and tell item. Have your twitter link on your résumé and cover letter header.

Facebook

It's true that Facebook is more relaxed than LinkedIn, and your page should reflect that. But you are planning to go to Facebook now in search of a job. Your profile needs to reflect this. You need to think in terms of "elevator pitch" or perhaps a "block-party pitch". Think as Facebook as a billboard that shows you as a person, yes, but specifically what makes you a great catch for a company.

Be popular: People love the status bar. Instead of writing "I need a job", write: "Seeking employment as a Marketing Specialist. Put my experience to work for you!". Only your friends will see this and they will pass it on to their network.

A great book for information on social networks is *How to Find a Job on LinkedIn, Facebook, Twitter and Other Social Networks* by Brad and Debra Schepp.

WRAP-UP TIME

Question and answer period.

NOTES

NOTES

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