



CV tips

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CV Statistics

- **On average there are 20 introductory letters or phone calls per interview gained.**
- **The average graduate will send out about 70 CVs when looking for their first graduate job.** Of these, the average number of responses will be 7, including 3 to 4 polite rejections and the remainder inviting the graduate to an interview.
- **Applicants who include a covering letter with their CV are 10% more likely to get a reply.**
- **60% of CVs are mailed to the wrong person: usually the managing director.** Applicants who address their application to the correct named person are 15% more likely to get a letter of acknowledgement and 5% more likely to get an interview
- **Applicants sending CVs and letters without spelling mistakes are 61% more likely to get a reply and 26% more likely to get an interview.** “In the age of the spell checker, there is no excuse for spelling mistakes.” The most common mistakes to not show up in a spell check were: fro instead of for, grate instead of great.



1. What is a CV?

A perfect CV is a CV that achieves the interview, no more, no less. When the CV puts your name on the interview shortlist, it has done its job.

Writing a CV is not difficult but it is onerous. If your CV is to be successful, it will take lots of time – a first draft generally takes about six hours of work. There are no short cuts; at this point you don't need luck just hard work!

Curriculum Vitae: an outline of a person's educational and professional history, usually prepared for job applications (L, lit.: the course of one's life).

A CV is the most flexible and convenient way to make applications. It can convey your personal details in the way that presents you in the best possible light and can be used to make multiple applications to employers in a specific career area. For this reason, **the trend in some companies is not to use CVs** and they use their own application form instead.

The CV serves three basic requirements;

- 1. To highlight your value to a potential employer**
- 2. To provide a structure and a curriculum for the interview**
- 3. To act as a record of the substance of the interview**

An **application form** is designed to bring out the essential information and the personal qualities that the employer requires and does not allow you to gloss over your weaker points as a CV does. In addition, the time needed to fill out these forms is seen as a reflection of your commitment to the career and the company.

There is no "one best way" to construct a CV; it is your document and can be structured and presented as you wish within the basic framework set out below. It is important to remember that it is your CV; you need to feel comfortable with it and sell it! If there is something suggested you do not agree with – you do not need to use it!

2. The CV writer's creed;

I promise I will;

1. Be totally honest with myself and everything on my CV will be true. I will present myself in the best way I can but I will not suggest that I am better than I am. False modesty will not get me a job!
2. Be true to my values and not pursue positions that are in conflict with my beliefs
3. Accept advice, reflect on it and incorporate it into my job search if I think it is appropriate
4. Be creative so that my CV is unique and represents not only my skills and experience but also me as an individual
5. Be humble enough to change aspects of my CV that are not working for me
6. Be thorough, recognising that there are no short cuts
7. Be patient and not expect quick fixes, recognising that the better employer often takes time and consideration when selecting the right candidate
8. Take responsibility for my own job search and career because no one else can do it for me!
9. Always be the best I can

3. CV no nos!

In the first instance you need to make sure that your CV does NOT have any of the following;

- **CV on brightly coloured paper and not A4 size**
- **CVs displaying strange fonts – gothic or Lucinda are common examples**
- **CVs with huge helpings of ego, verbiage and puff**
- **CVs with all that exciting additional IRRELEVANT information such as children's ages, tax and passport numbers, spouse's occupation, irrelevant hobbies, grade school achievements...**
- **CVs with a sprinkling of spelling, syntax and grammatical errors**
- **CVs longer than 2 pages**
- **CVs giving salary details**
- **CVs with gaps in employment**
- **CV with your photograph**
- **CVs attaching copies of your job description, references dating back to the 1900's and certificates for life-saving!**
- **CVs which are expensively bound**

4. What information should a CV include?

Personal details

Normally these would be your **name, address, telephone number and email**. This information should be on every page of your CV.

Many people forget to put in this crucial information – such an oversight is not excusable and will cost you a job when a potential employer cannot contact you!

Personal Profile

A three/four line summary of your CV. This should highlight your qualifications, experience and skills. This must be changed each time you send out a CV to reflect the requirements of the job you are applying for.

Education and qualifications

The extent that this is included depends on where you are in your career.

For recent graduates who have not had much work experience you should include; your degree subject and university, plus A levels and GCSEs or equivalents. Do not include grades if they are poor!

For people who have had significant work experience education, qualifications and courses need to be included, but will not be the focus of the CV. These may appear after the work experience section and will not go into the detail of grades, university and topics covered.

Work experience

- Use **action words** such as developed, planned and organised (see page 17).
- **Relate the skills to the job**. A finance job will involve numeracy, analytical and problem solving skills, so focus on these, whereas for a marketing role you would place more emphasis on persuading and negotiating skills.

Interests and achievements

- Keep this section **short and to the point**. Ensure that whatever is included is **relevant to the job** you are applying for.
- Any evidence of leadership is important to mention: captain or coach of a sports team, course representative, chair of a student society, scout leader.

Skills

- The usual ones to mention are **languages** and **computing** (e.g. “good working knowledge of MS Access and Excel, web page design skills”).
- If you have lots of relevant skills to offer or need to focus on your transferable skills, a **skills-based CV** may work for you.

Referees

- References available on request. This way when it comes time to take up references you will be able to select the most appropriate references and brief them on what is required.

Tailoring your CV

The order in which you present these and the emphasis which you give to each one, will depend on what you are applying for and what you have to offer.

For example a person looking to move into a new field will start with skills and emphasise any possible transferable skills from past experience.

If you are applying for more than one type of work, you should have a **different CV tailored to each career area**, highlighting different aspects of your skills and experience.

You will also need a covering letter to accompany your CV.

5. What makes a great CV?

There is no single “correct” way to write and present a CV but the following general rules apply:

- It is **targeted to the specific job** or career area for which you are applying and brings out the relevant skills you have to offer
- It is carefully and **clearly laid out**: logically ordered, easy to read and not cramped
- It is **informative but concise**
- It is **accurate in content, spelling and grammar**

6. How long should a CV be?

There are no absolute rules but, in general, CV should be a maximum of two A4 pages

A general rule is that the more experienced you are, and the higher positions you have held, the shorter your CV should be. For example someone who was Vice – President of marketing, will have a job title that speaks volumes about their experience.

If you can summarise your career history comfortably on a **single side**, this is fine and has advantages when you are making speculative applications and need to put yourself across concisely. However, you should not leave out important items, or crowd your text too closely together in order to fit it onto that single side.

Academic and technical CVs may be much longer: up to 4 or 5 sides.

7. How should I present my CV?

- Your CV should be **carefully and clearly laid out** - not too cramped but not with large empty spaces either. Use bold and italic typefaces for headings and important information
- **Be concise** - a CV is an appetiser and should not give the reader indigestion. Don't feel that you have to list every exam you have ever taken, or every activity you have ever been involved in - consider which are the most relevant
- **Be positive** - put yourself over confidently and highlight your strong points.
- **Be honest** - although a CV does allow you to omit details which you would prefer the employer not to know about, you should never give inaccurate or misleading information.
- **Other unacceptable practices include:**
 - misspelling the name of the company or the addressee,
 - not having a reply address on the CV,
 - trying to be amusing.

Fonts

- **Times New Roman** is the standard windows "serif" font. A safe bet - law firms seem to like it. A more interesting serif font might be **Georgia**.
- **Arial** is the standard windows "sans" font. However Arial and Times Roman are so common that they're a little boring to the eye.
- A more classy choice might be **Verdana** or **Geneva** - these are both common sans fonts.
- Although many people use 12 points, some research on this suggested that smaller point size CVs were perceived as more intellectual!

Application Form

SECTION 1: PERSONAL DETAILS

Candidate Number: OJ

Application for post of:

FULL NAME

Surname:

Other Names:

Mrs/ Miss/ Ms/ Mr/ £

Previous Surname

Software

Location: London

2 year appointment

Salary circa £25,000

Accelerate your career in the vision industry. This software. The project...

The selected applicants opportunity to enter to academic research project...

Template CV

There are many formats for writing a CV. This really depends on what you prefer and what 'sells' you best of all.

Here is a suggested format.

ANN J. EXAMPLE

Tel: 0111 899 2255
Mob: 07777 111 222
Email: marydoe12@aol.com

PROFESSIONAL PROFILE

(Essential to include, written in third person, review for each application, 3-4 lines, summary of CV matched with job spec, include relevant experience, qualification, skills)

Enthusiastic, dedicated professional with extensive experience across all areas of retail management. BII qualified. Exceptional leader; strong ability to manage projects from conception through to completion. Proactive, able to perform effectively in a highly pressurised environment.

CAREER SUMMARY

(Focus on achievements, past tense, action words, RELEVANT to job)

1994-DATE A&B STORES PLC

SENIOR AREA OPERATIONS MANAGER (2002-date) (4-5 points for most recent job)

- Managed budgetary and sales targets through motivating and developing staff, consistently achieved and surpassed Key Performance Indicators
- Controlled management accounts with attention to essential criteria for net profit, resulting in increased management information for controlling costs
- Monitored and controlled store compliance in all areas, including customer care, effective planning, staff training and development, leading to 80% decrease in customer complaints
- Developed communication protocols for daily communications with Customer Support Centre functions - Buying, Finance & Distribution – resulting in improved stock flow and reduced customer wait times.

CUSTOMER SERVICES MANAGER (2000-2002)

(4-5 points for next job)

- Reported to the Director of service quality, primarily responsible for 16,000 internal customers and all external customers
- Developed CD ROM programme used in all stores, in line with customer service strategy resulting in standardised customer service - decrease by 80% in customer complaints
- Managed and developed stores' monthly incentive programme resulting in decreased absenteeism
- Created and introduced in-store customer awareness and feedback forms with developing benchmarks to measure customer satisfaction

SPECIAL PROJECTS MANAGER – SUPPLY (1999-2000)

(maximum 3 points unless VERY relevant)

- Introduced ambient grocery, setting up training programmes and rolling out into 400 stores
- Designed store communication procedures to ensure the smooth running of all operations
- Investigated weekly shrinkage issues, produced a user friendly guide, with testing and roll-out

AREA OPERATIONS MANAGER (1997-1999)

(one-line summary of job held unless VERY relevant then describe as others)

STORE MANAGER (1994-1997)

- Managing 7 convenience stores and becoming Training Store Manager for the whole region.

EDUCATION AND QUALIFICATIONS

B.I.I: National Licensee Certificate
NVQ: Retail Levels 1, 2 & 3
3 A Levels: Economics, Mathematics & Chemistry (1994)
9 GCSEs: Including English & Mathematics (1992)

KEY I.T. SKILLS

- Word, Excel, Access, PowerPoint, Internet & Email

REFERENCES AVAILABLE ON REQUEST

8. Do I need to target my CV? Why?

It is always essential to target your CV to a specific job or a specific company.

Targeting your CV

If your CV is to be sent to an **individual employer**, who has requested applications in this format, you should research the organisation and the position carefully.

If your CV is to be used for **speculative applications**, it is still important to target it - at the very least, on the general career area in which you want to work. This will enable you to tailor the CV to the work and to bring out your own relevant experience.

9. How do I write a covering letter? Why are they so important? Why do they go wrong?

Most candidates do express difficulty when faced with having to write an effective covering letter. The covering letter is difficult because there is the question of the right style, format and how to empower the employer. A good covering letter can go a long way in helping you to get the job.

A covering letter is an absolute necessity. Without it, the application is incomplete. A CV is not a stand-alone document; it needs a covering letter to confirm and draw out the relevant detail of the CV. The purpose of the covering letter is to:

- **Introduce yourself to your prospective employer**
- **Advise that your CV is attached**
- **Sell your strengths**
- **Show your value**
- **Confirm your enthusiasm**
- **Explain your background and level of expertise**
- **Supply any additional information that is requested in the advertisement**
- **Cover any concerns that the employer might have about you such as your age, experience, level of expertise, health or family circumstances**
- **Ask for an interview.**

The thing to bear in mind is that there are different types of covering letters. Each type of letter has a different outcome, tone, approach and message.

The covering letter in response to an advertisement

The advertisement will give you an indication of the type and amount of information that is required. This letter has a standard format and style. You will need to consider how you are going to include things like why you consider that you are the best person for the job, why you are enthusiastic about the position and why your expertise will be of benefit to the employer.

The cold/speculative covering letter

Your job target or the job market you are working within may mean that you have to introduce yourself to companies in the form of a speculative letter as there are not too many jobs advertised. The aim of this is to write a good business letter and fulfil the company's needs.

You will need to be selective in your approach, to deliver a good opening, which focuses on the employer rather than on you and to explain and sell your experience.

Things to avoid

Most covering letters fail because they don't empower the employer. In other words, the candidate focuses too much on their needs and not on the employer's needs. So the covering letter doesn't add anything to the application. This could be because the letter is:

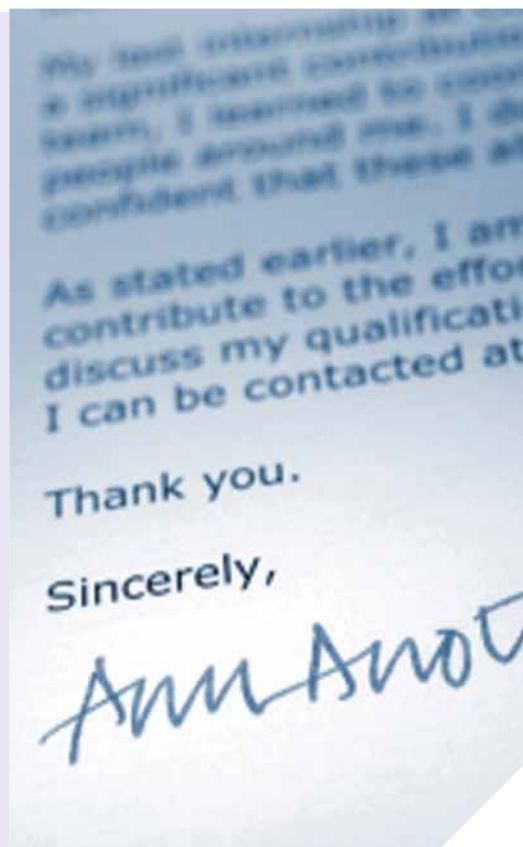
X - A 'weak' letter, which states only that the CV is enclosed rather than reconfirming your areas of expertise.

X - An 'arrogant' letter, which will put off employers. Perhaps it implies or states why the employer should take on the applicant, or explains how the company should run its business.

X - A 'humorous' letter, which will normally misfire. The joke will almost certainly be on you.

X - A 'creative' letter, which has its place in the PR, advertising and marketing fields. Here almost anything goes and a letter of this kind will be appreciated, rather than going over the top of the employer's head.

X - An 'old-fashioned' letter, which puts the reader off. So many candidates change personality in their covering letter. They use terms which were probably used over fifty years ago, including 'in the furtherance of', 'for your perusal' and 'prior to migrating my career'.





10. Your attitude is projected in your CV! How to project yourself successfully on paper?

There is, without doubt, a definite art to writing a CV. Writing a powerful CV is about making an impact on the reader and subtly portraying your attitude and vision for the job you are applying to.

Qualifications, past experience and company history are all important but your attitude and how you portray yourself is equally and possibly even more important. Your attitude is crucial to your overall job-hunting success and is reflected by the words you use in your CV.

Employers are not looking for a 'perfect' candidate because there is no such thing. They are looking for a stable, reliable, realistic, positive, visionary candidate who wants a long-term future, a candidate who gives the employer more reason to say 'yes' to him/her than 'no', a candidate who will add value to the company and not one who brings all his/her baggage and problems with him/her.

The secret is knowing how to avoid the negative attitudes and how to portray yourself MORE positively both in the CV and at the interview so that you receive the best package for yourself.

Negative Attitudes

To make things a bit clearer, the typical types of attitude and states of mind that put employers off are listed below:

1. The opportunist attitude

The opportunist person has no real commitment to an employer and is liable to move on when his/her mood or requirements change.

Do you have an opportunist attitude? Do you get bored easily? What are you looking for? Is it money, a car, increased responsibility?

Action: Decide what you want from your career in the long and short term and make sure you focus on these

2. The angry attitude

The angry person talks in terms of how the previous company should have rewarded him or how others should have behaved.

Do you have an angry attitude? Do you start looking for jobs when you feel that you are being overlooked at work? Do you notice that your colleagues and subordinates are being promoted and you are not, even though you think you should be? Do you get the credit that you deserve for a project? Or do

you feel your career is not moving as fast as it should be?

Action: If you feel you have been unfairly treated talk to your boss and try sort it out. You don't want to carry this disappointment with you for the rest of your career as it could grow in size with time. If the case comes up at an interview, it is much better to talk about personality clashes rather than in terms of what you ought to or should have gained.

3. The desperate attitude

Employers are proud of their company/business and want to employ people who hold similar values. Desperate interviewees are those people who see their own needs and situation as far more important than those of the employer.

Do you have a desperate attitude? Are you short of money and out of work? Are you threatened with redundancy? Are you unsure of what you want to do but willing to give any job a try?

Action: You may find that a temporary job may ease the financial burden and pressures. You must stress your positive attributes and skills rather than saying that you will do anything, as this comes across as to weak.

4. The half-hearted attitude

Half-hearted people give themselves away because they lack stability, conviction and stamina. Employers get the impression that everything is too much effort and that they just can't be bothered.

Do you have a half-hearted attitude? Are you easily disappointed and take knocks too personally? Do you need time to heal and lick your wounds after you have been rejected? Do you give up at the first hurdle? Or do you see it as a learning process, find out the reasons you weren't selected and work on the tips you have been given? Does your job hunt lose momentum and then you spend time feeling guilty that nothing is happening on the job front?

Action: Work out why you are giving up. Do you really want this job?

5. The emotionally unstable attitude

Employers want assurances that you can and will do the job. An employer would be concerned if you have suffered any personal or emotional problems that could affect your work performance.

Do you have an emotionally unstable attitude? Perhaps you have just experienced a bereavement or been through a messy divorce? If divorced or separated, briefly explain the circumstances if these add to your case.

Action: If asked about the event, don't fall into the trap of giving the employer all the detail. He/she is not interested in this, only that you have sorted yourself out. An employer doesn't want to employ all your problems as well, as he/she has enough of his/her own.

6. The know-it-all attitude

A know-it-all person doesn't warm others to his/her way of thinking. He/she is so wrapped up in his/her own self-importance and how brilliantly he/she has performed in the past that his/her attitude invites others to put him/her down or see fault in him/her. Of course, employers are interested in your previous experience but only as long as it is put in the context of their needs.

Do you have a know-it-all attitude? Do you talk about your previous experience and assume you will do the same thing in your new role regardless?

Action: Talk in terms of the prospective employer's needs and relate your experience to these needs.

7. The irrational attitude

Irrational people give themselves away because they lack self-confidence. When asked about certain subjects, their argument falls apart and then they have an even bigger problem.

Do you have an irrational attitude? Are you under-qualified for the job you are applying for? Are you perhaps setting your sights far too high for where you are at the moment? Are you reaching for standards that you can't possibly achieve right now and therefore you will always fail? Or are you applying for jobs for which you are overqualified and therefore not giving yourself a chance to reach your full potential.

Action: Try to sort out in your own mind what you want from your career and be realistic in your approach.

8. The sloppy attitude

The sloppy person either can't be bothered to get it right or isn't even aware that he/she is slipping up.

Do you have a sloppy attitude? Do you have a good CV and interview manner? Do you have good hygiene and appearance or are you inclined to be lax in these areas? Do you take your family circumstances into your decision-making - will this career move be a good move for just you or for the whole family? Have you considered how long hours, excessive time away from home or relocating will affect you all?

Action: Identify what the problem is, and if you don't know ask a close friend or a career adviser, or ring up the interviewer and be brave enough to ask. Try to listen to what was said and reflect upon it.

9. The non-conformist attitude

Employers claim that non-conformity is an automatic reason for rejection. Candidates need to demonstrate to a prospective employer that they can and will follow basic instructions and requests.

Do you have a non-conformist attitude? Are you letting yourself down because you are not submitting information that the employer is asking

Action: Whether you like it or not, the only rule of job hunting is to do what the employer asks and do what you say you will do. You will have the chance to demonstrate your flair and originality at the interview and to assess whether you will fit in with the organisation

Now take another look at your current CV. How positive is this CV of yours? Will it deliver the positive or the negative announcements? Let's take a look at your CV

- *'Does it make job hunting exciting?'*
- *'Does it remind you of your passion for your industry/ profession?'*
- *'Does it reflect your personal approach and style?'*
- *'Does it make it easy to get on the interview list?'*
- *'Does it promote your career purpose?'*
- *'Does it make it easy for the prospective employer to assess your value?'*



11. Using grammar and words to portray an attitude

Using past tense

Wherever possible, use the immediate past tense to introduce the achievement. The noun form, the infinitive or particle is not as powerful.

Some examples are;

- 'Managed' rather than 'the management'
- 'Improved' rather than 'the improvement'
- 'Investigated' rather than 'the investigation'

Also the past tense rather than the present principle;

- 'Designed' rather than 'designing'
- 'Analysed' rather than 'analysing'
- 'Directed' rather than 'directing'

The past tense rather than the infinitive;

- 'Secured' rather than 'to secure'
- 'Organised' rather than 'to organise'
- 'Captured' rather than 'to capture'

The past tense gives the impression that you have actually done something. It is completed, it is finished, it is achieved – which on a CV is the impression you want to create.



Other grammar suggestions

No 'I's' – Avoid using 'I's'. Save it for the interview. Too much of the first person singular on paper makes you look like a megalomaniac.

Lose the articles – Drop the 'a', 'an' and 'the' from your CV. 'Organised sales territories' sounds better than 'organised the sales territories'.

Keep the same tense – The CV will get confusing if you keep switching tenses.

Abbreviations – Keep these to a minimum – unless you are in IT or government!

Using active, positive verbs in a CV or in an application form can give it additional impact and make a stronger impression on potential employers. Use action verbs to put over what you have achieved in holiday jobs or posts of responsibility - not just the tasks you have carried out.

For example, rather than writing:

"For my final-year project, I **had to** carry out a survey of patients' attitudes to health care services for the elderly. This **involved** interviewing patients in hospital and in their homes. A database **was used** to keep track of data collected. This project was **finished** on time and was awarded a 2.1 grade."

You should instead write:

"**Devised** and **prepared** a survey of patients' attitudes to health care services for the elderly as my final-year project. **Interviewed** 70 elderly patients and **obtained** a substantial amount of data. **Created** a database to **analyse** and **interpret** this material. **Completed** this project three weeks ahead of schedule and **achieved** a 2.1 grade."

The action verbs help to give an impression of a positive, motivated person who knows how to present themselves in a businesslike way and will be likely to succeed in a variety of work areas.



SOME "ACTION VERBS" FOR YOUR CV OR APPLICATION FORM

Don't try to use them all at once – put 'I' in front of each word to jog your memory of skills and experience you have.

Achieved	Compiled	Dispensed	Played	Influenced	Lifted
Acted	Completed	Displayed	Predicted	Organised	Resolved
Adapted	Composed	Disproved	Prepared	Informed	Listened
Addressed	Computed	Headed	Prescribed	Originated	Responded
Administrated	Conceptualised	Distributed	Presented	Initiated	Maintained
Advised	Conducted	Diverted	Printed	Painted	Restored
Analysed	Conserved	Dramatised	Processed	Innovated	Managed
Anticipated	Consolidated	Eliminated	Produced	Perceived	Retrieved
Arbitrated	Constructed	Empathised	Programmed	Inspected	Manipulated
Arranged	Controlled	Enforced	Projected	Performed	Reviewed
Ascertained	Coordinated	Established	Promoted	Inspired	Mediated
Assembled	Coped	Estimated	Protected	Photographed	Scheduled
Assessed	Counselled	Evaluated	Provided	Installed	
Attained	Created	Examined	Persuaded		
Audited	Decided	Expanded	Publicised		
Budgeted	Defined	Experimented	Purchased		
Calculated	Delivered	Explained	Questioned		
Charted	Designed	Expressed	Raised		
Checked	Detailed	Guided	Realised		
Classified	Detected	Financed	Reasoned		
Coached	Determined	Fixed	Received		
Collected	Developed	Followed	Recommended		
Communicated	Devised	Formulated	Reconciled		
Helped	Diagnosed	Founded	Recorded		
Hypothesised	Directed	Gathered	Recruited		
Identified	Discovered	Generated	Reduced		
Illustrated	Instructed	Monitored	Referred		
Imagined	Integrated	Motivated	Rehabilitated		
Implemented	Interpreted	Navigated	Related		
Improved	Interviewed	Negotiated	Remembered		
Improvised	Invented	Observed	Rendered		
Increased	Inventoried	Obtained	Repaired		
Piloted	Investigated	Offered	Reported		
Selected	Judged	Operated	Represented		
Memorised	Lectured	Ordered	Researched		

12. Transferable Skills

One of the biggest challenges when it comes to a career change, entering the job market after a break, or rewording a CV after a redundancy is giving your CV the punch it needs to make an impact. You may think that little of what you have done before will count, but you'd be wrong. We all pick up and develop a wide range of skills that can be applied in many different roles.

What is a transferable skill?

As the name suggests, a transferable skill is something that can be taken with you and applied to any new job. These are core skills that all employers value, and include:

- **People skills** - your ability to communicate, motivate and lead a team, or successfully coach or train people.
- **Technical skills** - knowledge of popular computer programmes, or more practical things like an ability to construct or repair.
- **Data skills** - good record keeping, detailed statistical analysis, or research skills.

Think of your current role and how much of it is solely concerned with the industry you're in now. Unless you're a specialist working at a high level with complex information, much of what you do could easily be applied elsewhere.

For example, if you are a good trainer, that skill could be used in any role – every business could do with someone who can teach others how to work

better. Likewise, if you're a good organiser, any position that requires project management is up for grabs. Almost anything can be a transferable skill; it's all about how you spin it to your prospective employer.

How to identify your transferable skills

For a start, look at job specs across a wide range of industries and see what skills they have in common. You can do this quickly and easily using Monster's job search. Then map your findings back against what you are doing now. Go through your working day or week and do a quick analysis of what your tasks actually involve. How many are people related? How many have to do with data or technical expertise?

This will help you focus on identifying skills you may not have even known you had. Don't ignore things that come as second nature to you and that you don't necessarily see as key attributes - they might be of priceless value to a potential employer. As you go through

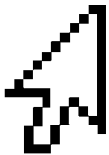
this process, write each skill down and compare it to your findings from your job spec comparison. There's a high chance that you will already have provable experience called for by virtually any job.

The 'provable' factor here is very important. It's obviously not enough to say 'I'm a great manager' or 'I'm really good with figures'. Make sure you identify specific achievements in your career that clearly demonstrate each of your transferable skills. By updating your CV regularly with each new success, you will improve your chances of landing the job you want when it's time to move on.

Make sure your CV outlines your relevant skills somewhere upfront and obvious. They're key selling points. As a career changer, the first task of your CV is to convince the reader why you are a better prospect than other candidates who have more relevant experience in the role or industry. Your personal statement is the ideal place to sell yourself with some clear and eye-catching statements

13. Further help – useful internet addresses

- **www.learndirect.co.uk/improve-your-job-prospects/** - Whether you're looking for work, have been made redundant or would just like to improve your job prospects, this site gives advice on improving your job prospects
- **www.direct.gov.uk/en/Employment/Jobseekers/** - Search for a job, training, career information, voluntary work and childcare provision. Included are some useful tips on CV writing and interview skills.
- **www.nextstep.direct.gov.uk/** - Next Step is designed to help adults get the advice they need for future skills, careers, work and life choices. Included in the site is some useful information on planning your career
- **www.careerconsultants.co.uk** - By professional career advice expert Sarah Berry the articles on this site will introduce you to new ideas and concepts. They will show you how to change in order to achieve the success that you have been waiting for.
- **www.jobsgopublic.com** - Listing of all public sector jobs across a range of locations and sectors
- **www.prospects.ac.uk/careers** - The UK's official graduate careers website
- **www.graduatetalentpool.direct.gov.uk/** - The website for connecting graduates to businesses through internships. This is a government initiative to assist UK graduates.
- **www.inspiringinterns.com** - Website for graduates with a particular emphasis on creative internships and placements





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