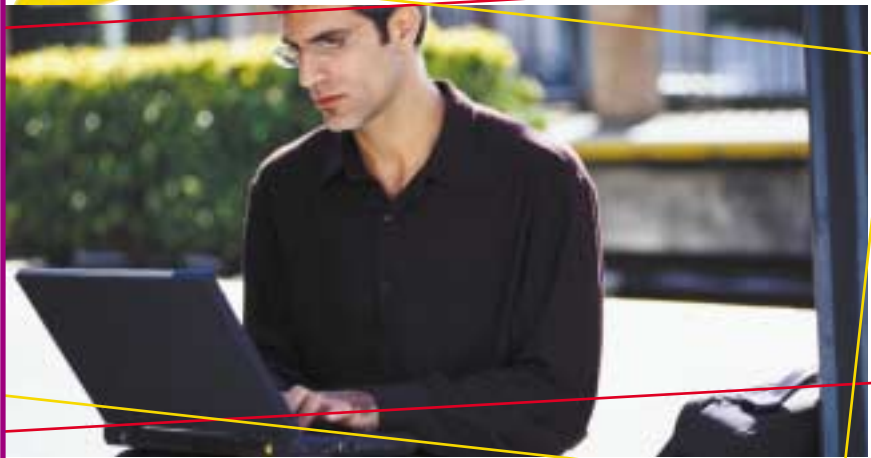


WORKSHOP 1 DEVELOPING YOUR RESUME

GOALS

- ▶ Discover the components of an effective resume.
- ▶ Understand the purposes of different kinds of resumes.
- ▶ Create or revise your resume.



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SINGING YOUR OWN PRAISES

No one wants to be considered conceited or boastful. When it comes to looking for a job, however, you must emphasize your abilities, focus on your strengths, and create a dynamic first impression. A well written and neatly organized resume can do all of that. The activities in this workshop will enable you to analyze the components of a good resume and to design an effective one for yourself.

Employment Communication Resources

- * Video (26:00)
- * CD-ROM Study Guide
- * Instructor's Resource CD-ROM
- * WebTutor
- * ExamView Pro Testing CD-ROM

Job Applications: The Good, the Bad, and the Ugly

A resume must be neat, professional, correct, thorough, and clear. It must state a specific objective and highlight a candidate's strengths with powerful descriptions of work experiences.

Job Applications: The Good, the Bad, and the Ugly

Sonya, a human resources manager at Sprawling Metropolis, gets hundreds of job applications a month. If she had to interview every single applicant for every single job, she'd waste a lot of time and money. Time constraints force Sonya to read quickly through cover letters and resumes when looking for potential employees. Only those candidates whose letters and resumes make a great first impression are even considered for an interview.

Sometimes Sonya finds resumes and cover letters that are impressive and well executed, but they're right for a particular position. She keeps those on file for future reference. The ones that are messy, unclear, poorly written, or lacking in adequate information are fed to the office shredder.

 ***How can you increase the likelihood that your resume will receive attention from the person who reads it?***

TOOLS OF THE TRADE

Getting Through the First Round

The first person to read your resume is generally not the person who has the power to hire you. Often, human resources professionals narrow down large stacks of job applications before the person who does the hiring even sees them. No resume is likely to rise to the top of the stack without the following elements.

- **Contact information.** Include your name, address, phone number, fax number, and an e-mail address if appropriate.
- **Objective.** Describe your purpose for seeking a particular job.
- **Qualifications.** List your abilities and skills that pertain to the job.
- **Education.** Include the name and location of the school(s) you attended, diploma(s) or degree(s), and honors received.
- **Work experience.** Include the name and location of the company, how long you worked there, and your job responsibilities.
- **Activities.** List volunteer activities, organization memberships, and leadership roles that would impress a future employer.
- **Style.** Use standard paper colors (white or beige) and fonts (12 pt. Times, Arial, or Helvetica).
- **Neatness.** Check your resume for spills and smudges. Never use correction fluid. Match your envelope and resume stationery. Neatly write or type the address.
- **Correct spelling and grammar.** Proofread carefully. Use your word processor's spell-checker, but don't rely on it solely.
- **Clarity.** Use clear, concise, professional language.
- **Brevity.** Unless you have extensive work experience that is relevant to the position you're applying for, don't extend your resume beyond one page.

Use Action Verbs in Your Resume

Use action verbs to describe your work experiences powerfully. Instead of saying that you “participated in the organization of work teams,” say that you “organized work teams.” The following active verbs will get you started.

completed
coordinated
corresponded
created
demonstrated
designed
developed
directed

improved
installed
instructed
maintained
managed
negotiated
operated
organized

researched
saved
sold
solved
supervised
taught
trained
wrote

Key Ideas

- ★ **resume**—a brief summary, in outline form, of an individual's education, job history, and skills
- ★ **cover letter**—a letter of inquiry that accompanies a resume
- ★ **format**—the design or physical arrangement of a document

Tools of the Trade

This workshop presents important strategies for preparing a winning resume. Review Key Ideas, definitions, and the guidelines presented in Tools of the Trade. Initiate a discussion about the importance of making a first impression with a winning resume. Have learners missed opportunities to interview for jobs because their resumes weren't effective?

Invite learners to bring to class copies of their current resumes (or, a copy of a friend or family member's resume). Ask them to evaluate the resumes against the list of criteria in “Getting Through the First Round.” What improvements should be made?

When to Use a Functional Resume

A functional resume focuses on skills, abilities, volunteer experiences, and work experiences. It highlights what you can do. Use a functional resume:

- For your first job
- When your skills are more impressive than your work history
- When you've frequently changed employers or careers

When to Use a Chronological Resume

A chronological resume arranges work experiences according to time sequence. Generally, your most recent experiences are listed first. Use a chronological resume:

- When your work history occupies the same field
- When your job history shows real growth or advancement
- When your prior job titles and companies are impressive

Tips for Sending Electronic Resumes

Resumes are now routinely accepted as faxes or e-mails. Even printed resumes are often scanned to be fed into electronic database systems. When resumes become part of a database, they can easily be accessed according to the applicant's education, work history, references, and volunteer activities. An electronic resume should employ PDF format, Word format, or simple text format (without indentation).

- **Do:**
 - Use keywords ("landscaping," "graphics") that companies might use in a database search.
 - Use simple fonts such as Times New Roman or Helvetica.
 - Print one resume as a regular word processing document (for mailing or faxing), and prepare a copy as a text-only or ASCII file for e-mail.
 - Mail a hard copy of the original resume—just in case the electronic version gets lost in cyberspace.
 - Test the format of your resume by e-mailing it to yourself first.
 - Use your full name in the "From" address.
- **Don't:**
 - Use italics, underlining, or decorative graphics.
 - Use anything smaller than 12-point type.
 - Fold the resume.
 - Use colored paper (white or beige is best).
 - Print in columns (scanners read from right to left).

"The expectations of life depend upon diligence; the mechanic that would perfect his work must first sharpen his tools."

—Confucius



INTRODUCTION TO EMPLOYMENT COMMUNICATION

Segment 1

Introduction to Employment Communication

View and discuss Segment 1: *Introduction to Employment Communication*. Running time: approx. 6:30.

A day in the life of an employment professional can be a gruesome one, especially when it comes to shredding resumes. In this video program, we join Janet, a human resources director who will enlighten you about the realities of resumes and what happens to them once they're received. Janet will provide what distinguishes the good resumes from the bad, what to expect from a resume submission, and the essential elements of resumes that enable you to effectively communicate about yourself.



A good resume is like a good job interview—it expresses your accomplishments and focuses on your strengths.

Post-Viewing Questions

Post-Viewing Questions

1. What are the characteristics of a good resume?

2. What are the two types of resumes, and when should they be used?

3. What are the limitations of resumes?

1. A good resume is neatly organized; easy to read; focuses on your strengths; lists your accomplishments in the workplace; shows a positive attitude; includes your full contact information: name, address, phone number, fax number, and e-mail address; and uses lots of "action" words.
2. When you have solid skills but not much work history, write a functional resume. It focuses on your personal abilities and talents. If you have solid job experience and can show constant advancement, write a chronological resume. It shows your most recent work experiences of the past few years.
3. A resume is just a piece of paper and only part of the job-seeking and employment process.

Banking on Experience

Sin-Feng Lau has just received his associate's degree in accounting and is applying for a job in the business department of a local university. His previous resume was well suited to the part-time bank teller's job he held while he attended classes, but now he'll have to update it to reflect his new career goals.

Sin-Feng's old resume was functional. It began with a list of personal attributes like leadership, organization, motivation, and cooperation. It described his work-related skills, such as bookkeeping and team building. He listed his education and work experience last. Sin-Feng's new resume is "chronological." It now emphasizes his relevant work experience and newly-earned degree.

On the Job

Banking on Experience

Sin-Feng used a chronological resume to list prior jobs and titles that are impressive. His chronological resume demonstrates a work history that shows real growth and development. Sin-Feng's chronological resume contrasts with the functional resume he used when he had little job experience. Though a functional resume was appropriate for seeking his first job, now that Sin-Feng has some experience, his change to a chronological resume is a good decision.

SIN-FENG LAU
1234 CHERRY HOLLOW LANE
MIDLAND, MICHIGAN 48642-1234
(517) 555-0199 E-MAIL: SINFENG@SOMEPLACE.COM

Objective

To organize and manage financial records in a university business office.

Experience

Oakwood Savings Bank, Midland, MI Teller and Customer Service 2000–present

- Opened savings and checking accounts.
- Advised clients regarding financial options.

Crest Department Store, Midland, MI Sales Associate and Cashier 1998—2000

- Managed and organized inventory.
- Trained 50–60 new personnel per month.
- Maintained accurate cash register operations with balances exceeding \$40,000 daily.

Education

Associate of Applied Science, 2002, Burke Community College, Hillside, Michigan
 Major: Accounting (G.P.A. 3.95 out of 4.0; Dean's List 2000–2002)

Skills and Abilities

- Financial management—operate a budget to meet financial goals.
- Computer applications—utilize Microsoft Word, Access, Excel, Filemaker Pro.

Activities

- President, Student Accounting Association
- Volunteer, Hillside City Hall, Business Department



PRACTICE

1. Using the tips from “Getting Through the First Round,” complete the Resume Worksheet on page 9.



2. Conduct an Internet search of several sites that suggest resume formats. Download and print several sample resumes and compare their components. Create a poster that emphasizes the components suggested by all sites.



Practice

1. Evaluate Resume Worksheets based upon completeness and accuracy of layout.
2. Posters should include relevant hints from all research. They should be clear and easy to read.

SUMMARY

- Resumes can be functional or chronological, depending upon their purpose.
- An effective resume includes information that is relevant to a specific job.
- Today, resumes can be mailed, faxed, or e-mailed to prospective employers.
- Companies receive hundreds of resumes. Your resume must be exceptional to make the cut.

Ethics & Etiquette

Lead the class in an explorative discussion.



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An electronic resume should employ PDF format, Word format, or simple text format.

Ethics & Etiquette

Never falsify information in a cover letter or resume, as this can seriously damage your professional career. Employers routinely check for accuracy. If you are caught misrepresenting information, there's a good chance you'll either be fired from your present job or have trouble finding a new one.

REVIEW QUESTIONS



Review Questions

1. Major components of a resume: Personal information (name, address, etc.), Objective, Qualifications, Education, Work Experience, and Activities.
2. An electronic resume is sent via e-mail or fax. As such, it will not require special, high-quality paper from the sender. It will contain the same information that is included in a traditional resume. If the resume is sent via e-mail, it is better to include it as an attachment.
3. Electronic resumes should be in PDF, Word, or simple text format; should not have columns; and should use keywords that companies might use in a database search.

1. List and describe the major components to include in a resume.

2. How does an electronic resume differ from a traditional one?

3. List some special considerations for sending resumes via e-mail or the Web.

PROJECTS

Projects

Have learners complete one of the projects outside of class. Encourage group work. Allow sufficient time for the HR managers to respond to learners' requests. If learners are courteous and patient, they could receive some valuable insights from these professionals, who see hundreds of resumes every year. Require learners to share the tips and "red flags" with the class.

1. Check your local newspaper for available jobs in an area of your own interest and skills. Pick three job listings and create resumes for them. Send them to the human resources manager for each job, explaining that the resume is just a sample for a class assignment. Request that the company respond to your resume by suggesting how it could be improved or changed to make it more effective. Did your resumes pass the test? What do you need to work on? Report your findings to the class.
2. Contact several human resources managers and ask them to describe the worst resume or cover letter they have ever received. Use their information to prepare a multimedia presentation entitled "How to Spot a Suspicious Resume."

Resume Worksheet

Your Name
Address
City, State, ZIP
Phone
Fax
E-mail

What is your purpose in seeking this job?

What skills do you have that make you the right person for this job?

Where did you go to school? Include diplomas, degrees, and honors.

List previous job experiences, beginning with most recent. What is your current or most recent job? What are/were your responsibilities?

List work-related memberships, offices held, and dates. Include volunteer activities related to career objectives.

(Contact information)

Objective

Qualifications

Education

Work Experience

Activities

References available upon request.