

WILL YOUR RESUME TAKE YOU IN THE RIGHT DIRECTION?

Your resume is your ticket to your career destination. **Why not have a professional help you prepare or revise it?** Your resume may be:

- Out-of-date and not responsive to market standards;
- Not reflective of your career goals and desired direction;
- Unclear about your general management/CEO or Executive experience and potential;
- Not clearly and succinctly articulating your unique points of difference;
- Constructed by casual updating but lacks consistency, clarity, brevity and “a theme” to drive future direction;

If your resume has any of the above “symptoms”, then it may not take you in the right career direction. MDN’s resume preparation/revision process will help you as follows:

STEP 1 - PLANNING

MDN spends valuable time with you at commencement to ensure clarity of your goals and vision, strengths and weaknesses, skills and experience and to develop a set of realistic expectations (including those around remuneration and income), based on a personal SWOT analysis.

This allows you to identify any vulnerabilities in skills, attitudes or role biases that will need to be taken into account in targeting your preferred employment or business strategy. Equally it is important to identify those particular strengths, which you should leverage for greatest success.

We also discuss what employment or business/lifestyle balance and model you might be contemplating e.g. contract, project or consulting work, full-time or part-time work, voluntary work/work experience, buying or taking equity in an existing or new business etc., and then analyse the risks, returns and potential targets for each scenario.

All of this needs analysis and synthesis before documenting it in your resume. Getting your head in a position to adequately plan your resume preparation is essential.

STEP 2 - DOCUMENTATION

Once your head is clear and your direction set, it is important to ensure that the documentation presenting your profile is enticing. Your resume/curriculum vitae and related documentation such as flyers, business cards, skills and talent inventories, application letters, responses to selection criteria, website, marketing collateral, etc, need to project an image that differentiates you from competitors.

CONCLUSION

If ever there was a time to know how to prepare or revise a resume, this is it. Many resumes miss the mark and often fail to even get a candidate’s foot through the door. MDN’s experience and process help you to minimise or negate this risk.

The primary objective of a resume is to attain an interview. It is your personal selling document which will help you get to your desired career destination. The time it takes to produce it is well spent.

For a confidential discussion about any of these or related career matters, (or if you know someone who needs help in these areas), please contact Mark Nicol on (0418) 366 493. Refer also to our website below.



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