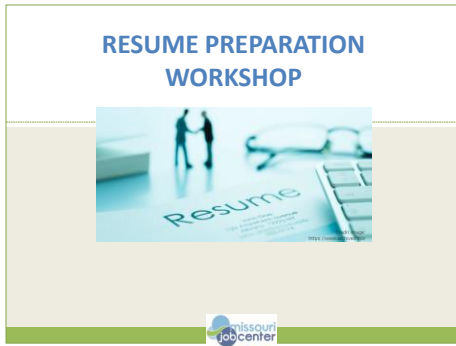


RESUME PREPARATION WORKSHOP

Facilitator's Guide

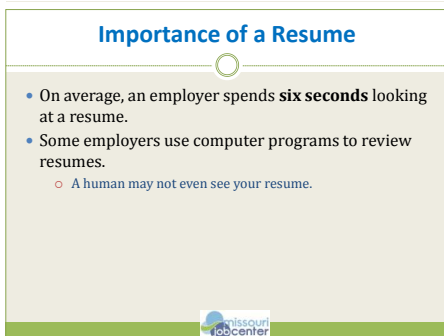
(Use with **Resume Preparation PowerPoint presentation** and **Resume Preparation Participant Guide**.)



- Introduce Yourself and the Topic of the Workshop
- Review the Goals or Objectives of the Workshop
- Make sure the Participants have copies of the Participant Guide



- Stress the importance of the resume as a marketing tool – the job candidate is the product; the employer is the buyer.
- Stress the goal of the resume – to get an interview; interviewing skills are taught in another workshop.



- Explain the volume of resumes an employer sees for one job opening.
- Mention Applicant Tracking Systems (ATS) or Talent Acquisition Systems. We will discuss ATS in more detail later



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Importance of a Resume

- Your resume should be:
 - Brief
 - Customized for a specific position / career field / employer
 - Well-organized
 - Easy-to-read
 - Accurate
 - Error-free




- Stress the desired characteristics of a successful resume.

Importance of a Resume

- When building a resume, consider two factors:
 - Content = the information and details you include
 - Format = the way you present that information


Today's session will help you gather the best content and choose the best format for your resume.



- Discuss the importance of a resume's content.
- Discuss the importance of a resume's style or format.

Content of a Resume

- Your resume should be divided into sections or "chunks" of information.
 - Provide an overall organizational pattern.
 - Make information easy to find.
- Each section should include relevant pieces of information.
 - Each detail should serve a purpose.
 - Choose words wisely.
 - Be persuasive.
 - Market yourself to the employer.



- Discuss "chunking" and how it creates organization and easy access of information.
- Discuss the limited space of a resume and how each word/line should count.



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Content of a Resume

- Sections you should include in your resume are:
 - Contact Information
 - Work Experience
 - Education and Training
 - Skills




- These are the basic sections of a resume.
- Sections may be named or titled differently.
- This workshop looks at each section.

Content of a Resume

- Sections you may or may not decide to include in your resume
 - Branding Statement / Profile / Summary
 - Volunteerism
 - Accomplishments and Awards
 - Professional Memberships


Decide what sections and what information works best for your purposes.



- Resumes may include other sections, even ones not named here.
- Stress that the job applicant should create the best resume for his or her situation.
- There is no “right” way to organize a resume. Find what works best for the situation.

Types of Resumes

- Chronological – Traditional
 - Information is organized by time – start with the most current and move backward in time.
 - Shows an employer your career progression.
- Functional
 - Information is organized by skills.
 - Often used when changing careers or reentering the workforce after an employment gap.
- Combination
 - Uses features of both Chronological and Functional.



- Chronological works best for people who have had a steady progress in their careers.
- Functional and combination work best for people who have had gaps or who want to enter a different career.



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Contact Information


- The heading of your resume should tell the employer who you are and how to contact you.
- Basic information you should include
 - Name
 - Address
 - Phone
 - Email
 - Social Media



- Introduce the importance of a resume's heading.
- This section tells the employer how to contact you – it must be correct!

Contact Information


- Name
 - Include your full, legal name.
 - Middle initial is okay.
 - May include other/previous names. (e.g. maiden name)
 - Employers will check this name to verify documents.
 - Make your name the biggest line on your resume.
 - Be reasonable with text font size.
 - Slightly bigger than other text.
 - No script or curlicues.



- Explain the importance of using a person's full, legal name.
- Discuss the type size and possible typefaces for the name.

Contact Information

- Address
 - Where mail reaches you.
 - Spell out street names.
- Phone Number(s)
 - Where you can be reached.
 - Answer in a professional way.
 - Make voice mail / answering machine message appropriate / professional.
 - Ask others to be professional / take messages.



- Discuss permanent and temporary mailing addresses.
- Don't use abbreviations here.
- Explain the importance of answering the phone in a professional way.
- For those who share a phone (landline), explain that others who answer the phone should also be professional.



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Contact Information


- **Email Address**
 - Use only if you regularly check email.
 - Use a professional, appropriate screen name for email identification.
 - Create a new account for job search purposes only.
- **Social Media**
 - Consider Facebook, LinkedIn, or a personal website as a marketing tool.
 - Make sure the content on the media site is appropriate and professional.



- Explain the importance of checking email regularly.
- Stress the importance of having appropriate email address – create a new, free account if necessary.
- Discuss the pros and cons of using social media in a job search.
- Many employers will conduct an online search for candidates.

Work Experience

- **Information you should consider including:**
 - Name of company or organization
 - Work location (e.g. city and state; city, state, and country)
 - Dates of employment (month and year)
 - Job position(s) or job title(s) held
 - Job duties and responsibilities




- Introduce the work history section of a resume.
- Many employers will choose candidates with some work experience, even if it is unrelated, than candidates with no work experience.

Work Experience

- The experience section shows a brief history of your career.
 - Information about employers and positions.
 - Military experience, apprenticeships, internships, etc.
 - Volunteer positions could be included here.

It is best to show some work experience, even if it is unrelated to the job you are seeking.



- Discuss information that may be included in this section.
- Discuss optional information for this section.
- Remind participants that what you did is more important than when and where you did it.



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Work Experience


- Information you may or may not want to include:
 - Recognitions
 - Awards
 - Accomplishments
 - Trainings
 - Workshops
 - Special Projects



- Stress that each job seeker's situation is different and the resume can be structured for those differences.

Work Experience


- Tips and Suggestions
 - Organize by skills (Functional) **OR** time (Chronological).
 - List only "related" or "relevant" work experience.
- Quantify and Specify Job Duties and Responsibilities
 - Use power verbs.
 - Use numbers and measurable data.
 - Use SAR (Situation-Action-Results) statements.



- Discuss chronological, functional, and combination resumes.
- Talk about ways save space or emphasize the progress of a person's work history.
- Spend time discussing power verbs and quantifiable or measurable data.

Education and Training

- The education and training section shows a brief history of formal education and job-related training information.
 - schools attended
 - course of study
 - workshops
 - programs
 - training received
 - certifications



- Introduce the Education section of a resume.
- Most recent completed (formal education)



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Education and Training


- Information you should consider:
 - Name of school or training provider (no abbreviations)
 - Date of completion (month and year)
 - Degrees awarded
 - Programs completed
 - Course of study or topic of training
 - Major
- Information you may include:
 - Academic Awards
 - Leadership Positions
 - GPA



- High School Completion Dates will pinpoint age (be careful)
- No abbreviations here (too many schools have same acronyms)
- GPA should be a good one (>3.5)

Skills


- List skills and abilities that you didn't include in your work experience section.
- Think about **what you can do**.
- Begin each item of your list with a power verb (action word).



- This can be a catch-all section for skills and abilities that weren't covered in another section.
- Be specific and use power verbs.

Situation-Action-Results

- SAR Statements allow you to specify what you have accomplished.
 - Define the Situation
 - What was the problem?
 - The situation is often implied, not stated directly.
 - Describe the Action Taken
 - What did you do to solve the problem?
 - Specify the Results
 - What was the outcome?
 - How did your action improve the situation?



- SAR Statements are effective for showing off skills and including measurable data.
- Not every statement will be a SAR statement – it will take some time and thought to produce good SAR statements.
- Think: What was the problem? What did you do about it? What was the outcome?



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Examples of SAR Statements


- Reorganized the filing system, resulting in a 75% reduction in "lost files."
- Implemented a recycling drive that reduced office waste by 25%.
- Created a training request form that cut the training team's response time by one week.
- Established a facilitation process that increased customer satisfaction by 50%.



- These are examples of SAR Statements.
- You can give participants time to work on SAR statements or ask for other examples.

Skills


- Consider these types of skills:
 - Computer Skills
 - Software you can operate
 - Networking / hardware skills
 - Programming skills
 - Technical Skills
 - Machinery or tools you can operate
 - Processes you can complete or perform
 - Soft Skills
 - Communication, Organization, Problem-Solving Skills
 - Working-with-People Skills



- These are three categories – remind participants to customize the resume to their situations.

Other Sections

- Branding Statement / Profile
 - Appears below the contact information.
 - States your goals, highlights your strengths or strongest characteristics.
 - Consider a profile or summary if you have lots of experience with different companies/organizations.
 - Consider using if you have space available.
- Volunteerism
 - Use if the experience is relevant or shows community service or leadership positions.



- Discuss options for a statement, profile, or summary.
- Have examples to share with participants.



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Other Sections


- Awards and Accomplishments
 - Use if it is relevant.
 - Show outstanding performance or recognition.
- Professional Memberships
 - Use if it is relevant.
 - Avoid listing affiliations with specific religious or political groups.



- Discuss other sections that might be included.
- Discuss the dangers of associations with specific groups.
- Employers are forbidden to discriminate, but don't give them a reason to discriminate.

Format of a Resume

- Presentation and style of your resume is just as important as the content.
- You can use online resume building programs, resume templates, or create your own style.
- No matter what tool you use, your resume should be
 - Well-organized
 - Easy-to-read
 - Accurate
 - Error free




Talk about advantages and disadvantages of using templates and online resume building tools.

- Characteristics – information should be seen and understood at a glance.
- Be honest – lying on a resume is unethical and could cost you your job.
- Resumes should be perfect – no typos!

Format of a Resume

- Location
 - Your strongest selling point should be the section below contact information.
- Headings
 - Title each section.
 - Give order to your headings by considering the location of the heading (indented, centered, etc.).
- White Space
 - Adds breaks between sections (horizontal white space) and adds breaks between bits of information (vertical white space).



- The top 1/3 of the page is considered eye-level – put your best feature (section) here.
- Don't use margin-to-margin words; break up sections with headings and white space.
- Space is limited, so make every word count.



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Format of a Resume


- Bullets and Columns
 - Use lists instead of sentences to save space.
- Highlighting
 - Choose one or two methods of highlighting information. (e.g. italics, bolding, color, etc.)
 - Choose one or two typefaces / fonts
 - one for text
 - one for headings
- Avoid noise
 - Don't overuse highlighting techniques!
 - Keep your resume simple and clean.



- A resume should **not** have sentences – this allows extra changes for errors.
- Choose a simple pattern and stick to it. Using too many different fonts, type sizes, and highlighting techniques will distract the reader.
- Use highlighting with a purpose – to make certain pieces of information stand out.

Applicant Tracking Systems


- Many companies use Applicant Tracking Systems (ATS)
 - ATS = software designed for recruitment tracking purposes
- ATS filter applications based on specified criteria such as:
 - Keywords
 - Skills
 - Former employers
 - Years of experience
 - Schools attended



- Applicant Tracking Systems are all different – an employer can customize the program to look for specific words, years of experience, qualifications, etc.
- The best way to “beat” (match the filter method of) an ATS is to customize the resume to the job description or job ad.

Avoiding ATS Traps

- Follow the employer's instructions.
- Don't include tables or graphics.
- Don't use headers or footers.
- Don't use templates or special characters.
- Don't use lines or borders.



- These tips can help a resume writer “beat” (match the filter method of) an ATS.



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Avoiding ATS Traps


- Use standard headings for sections.
- Use 11-point font – nothing smaller.
- Use standard typefaces – no scripts.
- Use single-column format.
- Use one action word per line.



- You should always stay up-to-date with technology and the job search.
- Stress the importance of having the correct information (names, dates, etc.).
- Also stress the importance of having no errors – a simple mistake could keep you from getting that interview.

Finished Product


- Organize the Resume
 - Keep the format simple
 - An employer should be able to understand the layout and read the content at a glance.
 - Choose an organizational pattern and stick to it.
 - Be consistent with use of highlighting techniques.
- Check for Accuracy and Errors
 - Proofread for accuracy of information (e.g. names, dates)
 - Proofread for errors – check and check and check, and then have someone else check for errors.



- Stress the importance of flexibility when writing resumes.
- Technology allows us to easily customize documents.

Finished Product

- Customize your resume.
 - Become familiar with the company, the position, and the job posting or description.
 - Choose language (keywords and phrases) that mirrors the job posting or description.
 - Your resume should sound like you are the perfect fit for that position.



- Discuss the importance of key words and phrases.
- Talk about Applicant Tracking Systems again.
- *Talk about the advantage of using Wordle with a resume. (Demonstrate)*



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Finished Product

- Paper, Ink, and Delivery
 - Choose a neutral color for your paper.
 - Choose a quality paper – it should feel good in your hands.
 - Use black ink.
 - Avoid folding a resume.
 - Never staple a resume.




- Discuss resume paper and envelopes.
- Talk about mailing and delivery of resumes.
- Have examples of resumes for participants to view.

Questions



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- Answer participant questions.



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