

Increase the Impact of your CV and Application

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Language Matters

The text you write needs to persuade the recruiter that you have relevant skills and experiences.

Need to think positively and write in a positive way

The impact can be increased by using some simple tips

Most Important First

Start sentences with a key word or phrase

May consider starting a sentence with a verb or power word

- Provides a strong and clear opener
- Can make your skills and achievements stand out,
- Especially if the recruiter is speed-reading your application.
- Stimulates the reader to want to learn more about you.

Put the highest impact sections at the top of CV

Note: I originally wrote the title for this slide as
“Put the Most Important Things First”

Avoid lists

When writing about your experiences don't just list your activities or duties.

May mean very little to the recruiter

- What did those duties actually involve
- What did you get out of them

Where possible, go on to describe the results you achieved and the skills or qualities you demonstrated.

Write in an Active style

An active style puts the emphasis on the action you took, rather than what you were expected to do - the latter sets a rather passive tone which won't impress a recruiter.

In the passive style, the sentences are accurate, but weak and vague.

Using the active style, the writer creates the impression that you took the initiative.

Passive style: “The project required me to research information from various sources. I had to make conclusions and present my findings in a report. It involved working under pressure and coping with deadlines.”

Active style: “Researched information using various sources including databases and scientific journals. Produced a comprehensive report that detailed my findings which received 76% (equivalent to a ‘distinction’ level grade). Learnt the value of prioritising tasks for effective time management.”

Note Word grammar checker can look for this

Be Concise

Use short sentences, line spaces & bullet points

Big blocks of text can be difficult to read and don't always look good on the page

Help recruiters extract the key information, not miss important facts

Can mix text and bullets

Organise the information

Organise the information

- Look how easy it is to get complex points across by splitting the text into sections and using bullet points and bold text
- These are easier to read, look neater on the page, and grab a recruiter's attention to create a positive first impression
- Recruiters can see your key points clearly without real effort

Or even more concise

- You have to use short sentences and get to the point
- You need to give examples and evidence to prove your point
- This style makes it easier to read and communicate key selling points

Use Examples

Examples bring the CV to life

May prompt questions for interview

- Remember the aim of CV is to get an interview

Wherever possible include numbers

- Increased sales by 27%
- Completed project in 4 months
- Managed a team of 6 people

Embrace whitespace

When formatting don't be afraid of whitespace

Make sure that all content is relevant

Cut out distracting (non relevant) information

Leaves room for recruiter to make notes