

Composing a compelling CV in 7 easy steps

Julie Brown Coaching



Does writing your CV fill you with enthusiasm, mild trepidation or even sheer terror?

The purpose of a CV is to provide sufficient information to a prospective employer for them to decide whether or not to interview you.

The CV is the first impression that prospective employers will have of you so it's important that you pitch clearly and concisely.

Follow my top tips on composing a CV that will get you noticed for all the right reasons!

STEP 1

Read through the job description of the job you are applying for and note down key words for the responsibilities and skill set that the prospective employer is looking for

**Key responsibilities -
key words:**

**Skills / personal attributes -
key words:**

Review the job description and place a tick by each of the key responsibilities / skills that you can, or already have, demonstrated.
Add in any additional skills that you can demonstrate



STEP 2

Write down your most recent or current job and then cover the remaining jobs in descending chronological order. Include the company name, your position and the dates employed

Set out your work experience in each role including your main responsibilities, matching them to the advertised job requirements if possible. Consider using bullet points to keep it concise. Use active words

STEP 3

Below the key responsibilities, set out your main achievements in the job role.

What difference have YOU made by being employed there? What are you most proud of? Have you saved your employer time / money / both? Quantify your success if you can. Examples might include:

- Streamlining practices to save time and reduce staff costs by £25k within 12 months
- Contributed to a project to raise business visibility and drive up sales by 12%
- Put forward an initiative that was implemented by the company
- Shown versatility and flexibility by helping colleagues to meet deadlines
- Introduced policies / procedures to promote understanding or best practice
- Reduced complaints from 100 to 15 within twelve months



STEP 4 Qualifications

Write down your qualifications with most recent first

(If you have impressive qualifications, provide details but If not, you can summarise e.g 9 GCSEs rather than stipulating grades

Don't forget qualifications achieved after leaving full time education, including driving licence

You're doing brilliantly!

Nearly there

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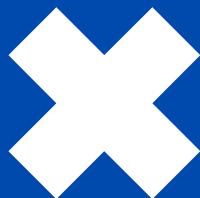
STEP 5

Extra curricular activities / hobbies

My top tip is to include examples of being a member of a club, group or society and highlight special talents that you have developed as a result. If you subscribe to relevant industry magazines include the details in this section.

If you are scratching around for ideas and are minded to include reading, travelling, cooking, walking, heighten interest by giving details of your favourite book, meal, travel destination, most adventurous walk that you've accomplished.

This is an opportunity for the prospective employer to get a glimpse of your personality so make it count



Avoid using phrases such as I enjoy socialising or meeting friends as it doesn't add value and may be detrimental

Format

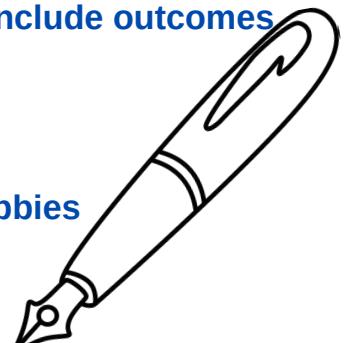
Most employers prefer a clear and professional looking CV rather than a creatively designed one.

My top tip here would be to use a clear font such as Arial or Calibri and font size 11 or 12 on a white background.

Contain your CV within 2 pages. If you are short on space leave out referee details but include a statement "references available upon request".

- **At the top of the page state your personal details - name, email etc. Make sure your name stands out**
- **Next comes Personal Statement - see following page**
- **Then Key Skills - from Step 1**
- **Key Accomplishments - select examples from Step 3**
- **Work Experience, include outcomes**
- **Qualifications**
- **Extra curricular/hobbies**
- **References**

Usually two references are required from current job role and previous employer



Step 6 - Personal Statement

Although the Personal Statement appears underneath your personal details in terms of format, I suggest you compose it once you have completed the other elements of your CV. By doing so, it will focus your mind on all of your noteworthy achievements so you can pick your best examples to include here. The Personal Statement needs to be punchy, honest, relevant and contained within around 4 sentences

To compose your Personal Statement try using this format:

- Who you are
- What you can offer
- Your career goals

Example: Who you are

I am a driven customer experience manager with 5 years experience in the hospitality sector

I am an ambitious sales director, operating within the UK and Europe, with 12 years experience in the automotive industry

I am a versatile marketing manager with experience in large national corporations

Example: What you can offer

Through demonstrating excellent communication skills I have fostered a wide professional network within my industry

A highly skilled strategist and operational leader, I have successfully completed prestigious high value projects that directly resulted in company expansion

I have delivered significant revenue and profit gains from scratch, in highly competitive markets, while developing and maintaining key customer relationships.

Example: Your career goals

I am looking to secure a challenging role in a market-leading automotive company where I can bring fresh strategic vision and value to the business

The next step for me would be to bring my knowledge and leadership skills to develop a growth strategy within the hospitality sector globally

I am aiming to develop my commercial experience to increase sales, develop strong customer relationships and work with stakeholders in challenging markets, to help the company drive success

STEP 7 - Finishing touches

Well done! You're good to go, well almost!

Before sending your CV off it's wise to carry out final checks

Do

- Get straight to the point
- Provide evidence of your skills and experience, but be brief!
- Remember that you're marketing yourself
- Make the statement look purposeful – you need show you know what you're talking about, without sounding too arrogant
- Reflect the job specification in your statement
- Be you! Recruiters ultimately want to know you as a person and what you can bring to the table so use your words
- Proofread for spelling and grammar
- Read it aloud to make sure it flows properly. Probably best to get someone else to check it too

Don't

- Overuse buzz words – You might want to use a few
- Mix the grammatical person – either first person or third, not both
- Be boring – you want to sound unique with noteworthy qualities
- Copy from your cover letter or copy your cover letter from your statement
- Waffle!

Should you write a covering letter?

My advice is yes. A covering letter enables you to showcase your attributes whilst showing your personality

Remember to tailor your CV for each job application, even if it is only minor tweaking

Follow my Facebook Page [here](#) for further tips and advice

Julie Brown, founder of Julie Brown Coaching is known for putting people first, helping clients to overcome limiting thoughts and behaviours that hold them back, empowering them to thrive in life.

Julie has excelled in leadership roles within the Ministry of Justice and the Education Sector, achieving Chartermark, Investors in People Gold and has successfully navigated her workforce through the ever- changing and demanding landscape that signifies modern day living and working

Her background in Recruitment, Operations and Business Management, led her to study and qualify as a Personal Performance Coach with the prestigious Coaching Academy. She was subsequently invited to become a licenced DiSC personality profile trainer and she incorporates this within her coaching practice

Julie truly believes in her client's abilities to achieve their goals and dreams. She would say that she is a glass overflowing kind of woman who champions her clients and will challenge them to achieve more than they ever thought possible but in a supportive and down to earth way.

Julie has worked with a number of clients which have resulted in them being able to increase their confidence, understand themselves, warts and all, use their strengths to overcome their challenges, value themselves, become more assertive and ultimately to celebrate who they are, knowing their purpose and achieving fulfilment.

A quote from one of her clients "You have facilitated such positive change in my life and others, thank you"

Julie says "there's no greater pleasure than seeing clients grow, blossom and flourish. The seed is in all of us, we just need to water it".

