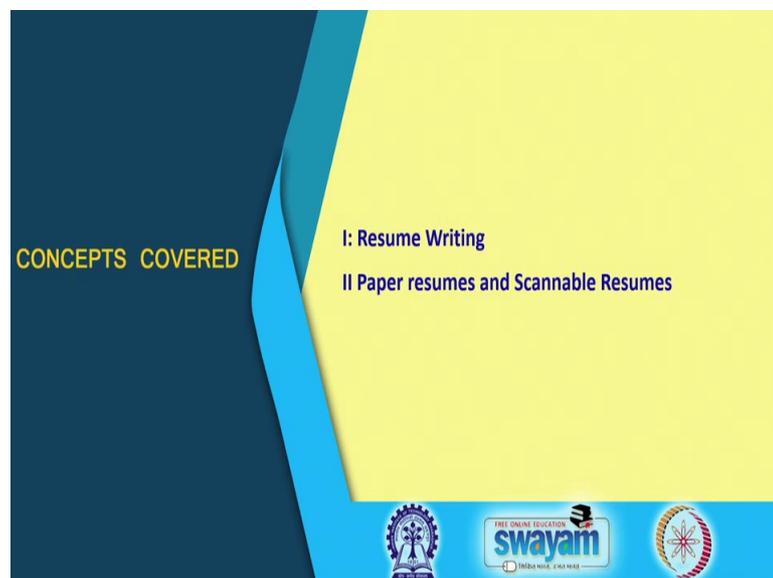


Employment Communication - A Lab Based Course
Prof. Seema Singh
Department of Humanities and Social Sciences
Indian Institute of Technology, Kharagpur

Lecture - 19
Introduction to CV Writing

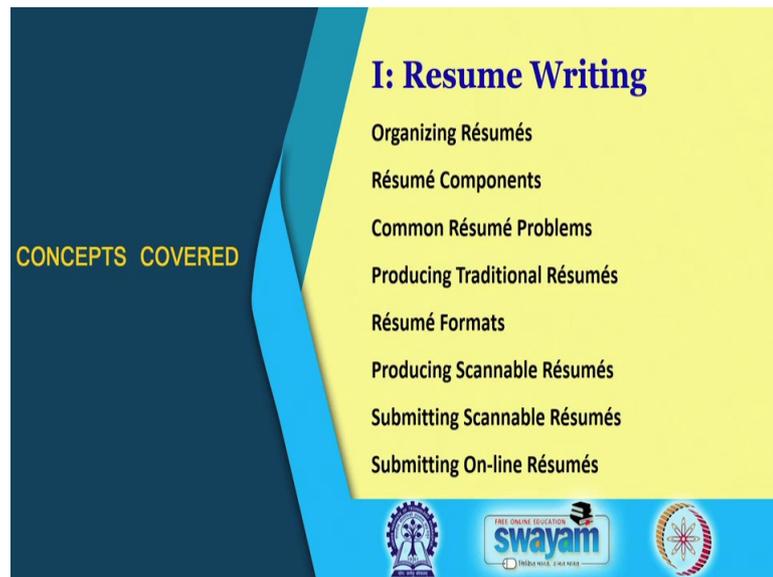
Hi everybody. So, we are back again with lecture 19. And in this lecture I will introduce you to CV Writing process.

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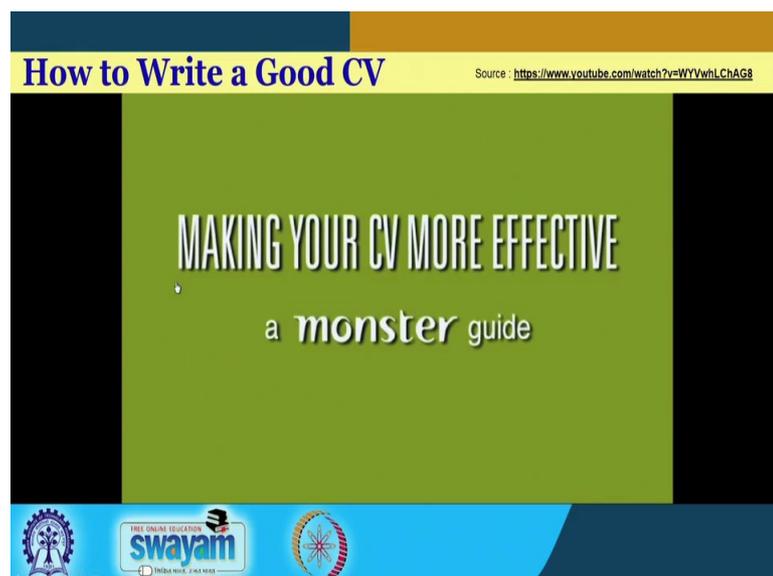
The concepts I will cover in this lecture are two. First we will touch up on resume writing. And second, we will talk about two types of resume; is the paper resume is and the scannable resume more about that when we come to the second section of this lecture.

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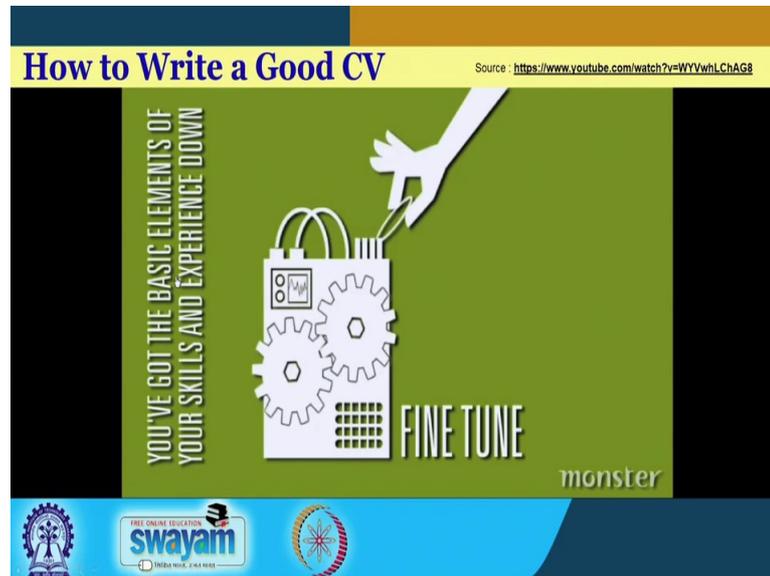
For the part one for the first part on resume writing in more detail I will be talking about how to organize your resumes? What are the components of your resume? Common problems you might encounter while preparing your resume? How to produce a traditional resume which is a paper resume? What are the formats available to you? How do you produce a scannable resume? And how to submit the scannable resume and how to submit an online resume?

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So, let us move forward with first of all a short video titled how to write a good CV. Making your CV more effective - a monster guide. You have got the basic elements of your skills and experience down.

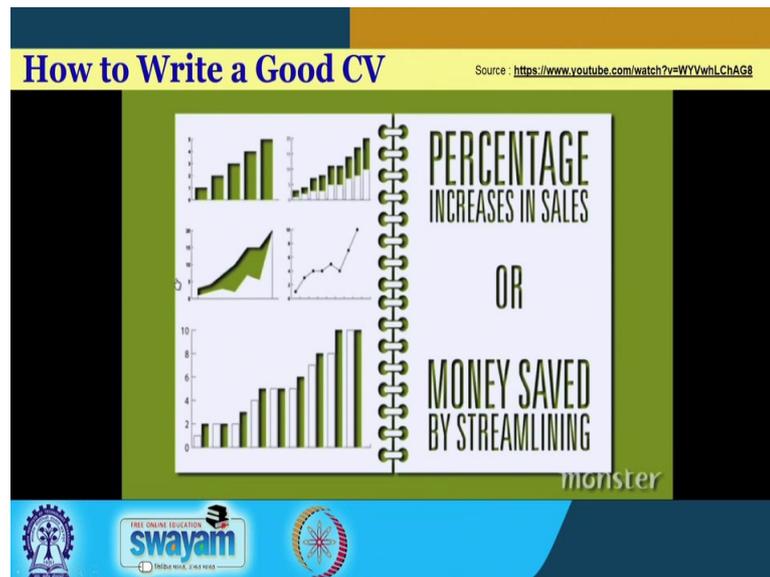
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Now, you need to fine tune your CV to ensure its got the X factor that will have employers queuing up for your services. Your CV must make the reader believe you are a worthwhile products. Business people generally have the same objectives- profit, bigger market share, developing their business, and creating new products to their customers.

They will look for candidates who will help them to achieve these objectives. Whether you have 2 months or 20 years work of experience the rules of a same. Show what you have done or have the potential to bring to the table. Achievements come in all shapes and sizes and are different for every job.

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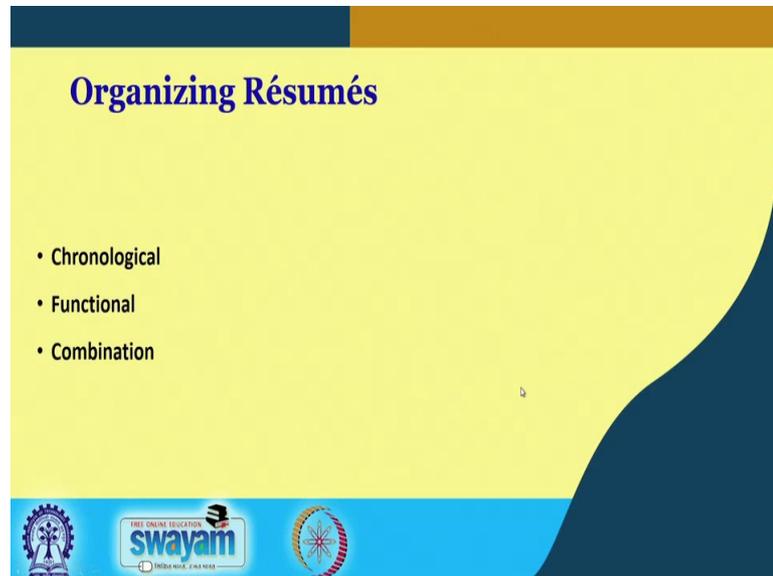
For some you be able to show the concrete evidence such as percentage increases in sales or money saved by streamlining. For others you will need to work harder to show that the influence you had on a project or task made a major impact. Try to pick at least one specific example per job you have held and explain briefly how it improved the business. It cannot be stressed often enough that your CV is designed to get you the interview not the job.

So, remember not to delve into too much detail. Provide enough information to entice potential employers to call you in so you can explain face to face the exact details at the tasks you have undertaken and the skills you have learned. Be careful not to give valuable space to insignificant achievements. As you refine your CV discard any content that is not selling you in the right way. The management talk to obscure abbreviation the world of business is packed full of cliché and most of us hate them.

Phrases such as team player, results orientated and good communicator are worthless without evidence. Be very careful of using abbreviations especially if you are changing industry. The first person who evaluate your CV is usually somebody in the HR team, who may not be an expert in your field. Technology has made everyone's life easier when it comes recruitments from uploading your CV to an online data base. So employers can pick out skills to recording a video CV that gives employees a visual

overview of what you can offer their company. Your only limitation is your own creativity.

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Let us come to the business at hand. There are three ways in which you can organize your resume either chronological that is year wise or period wise, the second is functional which is reverse chronological that is the latest or the earliest on top and the oldest or the most farthest at the bottom of various segments of your CV or you can adopt a style of writing your CV in which you have a combination of both the chronological and the functional resume.

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Résumé Components

- Name and address
- Career objective or summary
- Academic credentials
- Employment history
- Activities and achievements
- Relevant personal data

Logos: Swamyam (Free Online Education), and other educational institutions.

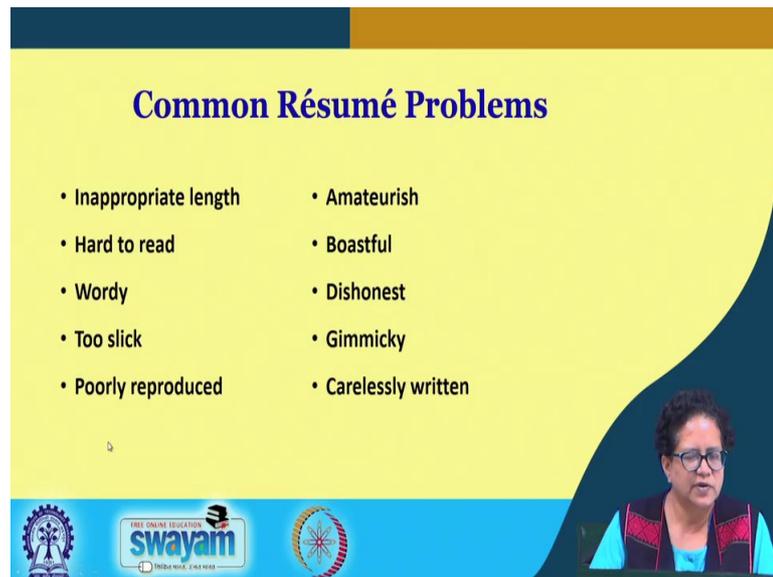
Video inset: A woman with glasses speaking.

What are the components of your resume? First your name and address; this is called your personal details. And here you have to be very careful of the spelling of each and every word in your name and postal address. The second segment is the career objective or summary of who you are and what you are doing now and how you are going to fit into the organization where you are applying for a job. The second is followed by the third segment on your academic career. What are the degrees and diplomas you have to your credit?

If you have had some employment then the employment history is the fourth segment of your resume. And note also I would just like to tell you that later on in career these two segments will interchange with each other. Later on in life after say; 10, 15, 20 years of experience it is your employment and what you are doing now where you will go now having had 15, 10 you know years of experience.

So therefore, that is more important and therefore, in later stages of your career employment history segment will be number 3 and academic or your educational record will be in the fourth position. The fifth component of the resume is a list of your activities and achievements which also includes extracurricular activities and extra academics. Then you have relevant personal data at the end.

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Common Résumé Problems

- Inappropriate length
- Amateurish
- Hard to read
- Boastful
- Wordy
- Dishonest
- Too slick
- Gimmicky
- Poorly reproduced
- Carelessly written

Let us come to the common resume problems candidates or students encounter when they start building their CV. The first is they are not sure about the length whether it should be one one third page or one one and a half page one three fourth page. The point is why not make it one complete page or two full pages and that would be the best advice which I can offer under the circumstances. If you have a CV in which you have one, one third page and one two third page it does not look good.

Try to contract the matter, try to be very brief concise and precise and put it either in one page or develop more in details and make it a two page CV. That would be most appropriate. Sometimes the CV is a hard to read because of the language difficulties sometimes there are too many words the wordiness is not. You see the people do not have much time to read wordy CVs, too slick is the fourth problem. And sometimes it is poorly reproduced in the sense that the copy or the scan copy or the laser print is of inferior quality.

It doesn't create a good impression on the perspective employer. Then you have some more amateurish sometimes the candidates appear to be boastful, sometimes they hide (Refer Time: 07:30)they fudge information and that is dishonesty. Sometimes they try to pull of the rug from under the employers please trying to be gimmicky. And sometimes the candidates are plain and simple, careless they have not bothered enough to check

through the resume three times two times. So, that it comes out as if the resume is carelessly written.

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Producing Traditional Résumés

- Clean typeface
- High-grade paper
- Ample margins
- Laser printed
- Appropriate length
- Professional design

The slide features a yellow background with a dark blue curved shape on the right side. At the bottom, there is a blue banner with logos for Swayam and other educational institutions. A small video inset in the bottom right corner shows a woman with glasses and a blue top.

Now, how do you produce a traditional or a what is called a paper resume. First of all clean typeface use a high quality paper perhaps the best available in the market and as per your budget. Have ample margins the advice is to have 2 inches at the top and bottom and 1 and half inches on the both this sides. Have your CV laser printed put the best machine possible with good toner quality.

Appropriate length I have talked about that. And if you can take the help of a professional to design your CV- we will have some videos. And we will have one class exclusively lecture 20 on in which I will show you sample CVs and sample cover letters which show that a professional has helped in building up the paper CV or the paper resume.

(Refer Slide Time: 08:51)

Résumé Formats

1. Printed
2. ASCII-Text
3. HTML-Coded

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Now, what are the resume formats? First is this was you know it was a very old format when we were young organizations is to ask for our CV through speed post or air mail or registered post. And so we used to send them the printed or the paper CV. But now a days in fact, in the days of a digital media and computerized communication; the resume formats are ASCII-Text and HTML Coded. Please look into what this means at your own time and leisure.

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Producing Scannable Résumés

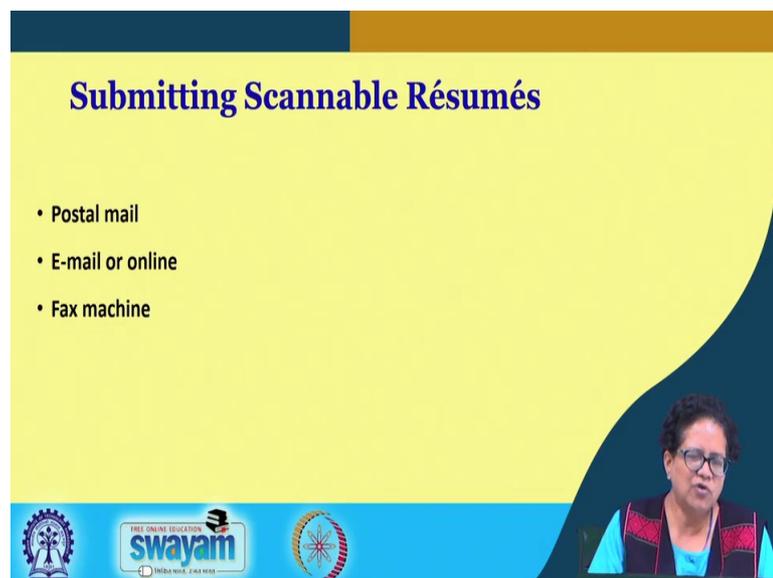
- ASCII Format
- Document design
- Key words
- Buzzwords and jargon

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How do you produce a scannable resume? This is the next topic, aspect we will consider the first is that because this scannable resume will be through an ASCII format. The idea is that the organization or the company or the recruiter whom you are sending your electronic CV is to will be employing a computer program. That computer program is fitted with OCR software; Optical Character Recognition software.

This computer machines will be short listing or sifting the multitudes of applications they received based on key words which they are able to scan on the electronic format of the CV. And therefore, there is a need to avoid buzzwords and jargon. Look at the keywords the keywords should be more or less matching with those which are given in the job description at the advertisement.

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The slide features a yellow background with a dark blue header and footer. The title "Submitting Scannable Résumés" is centered in a dark blue font. Below the title, a bulleted list contains three items: "Postal mail", "E-mail or online", and "Fax machine". In the bottom right corner, there is a small video inset showing a woman with glasses and a blue top. The footer contains three logos: the UGC logo on the left, the "swayam" logo in the center (with the text "FREE ONLINE EDUCATION" above it and "विद्यया ऽ मृतमश्नुते" below it), and the AICTE logo on the right.

How do you submit the scannable resumes? First is postal mail if you want, but hardly people do it. Who uses fax machine nowadays so the best possible is the middle path email or online you can submit your scannable resume to your perspective employer.

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Submitting On-line Résumés

- Personal Websites
 - Personal information
 - References
- Index services
 - Employment information
 - ASCII version

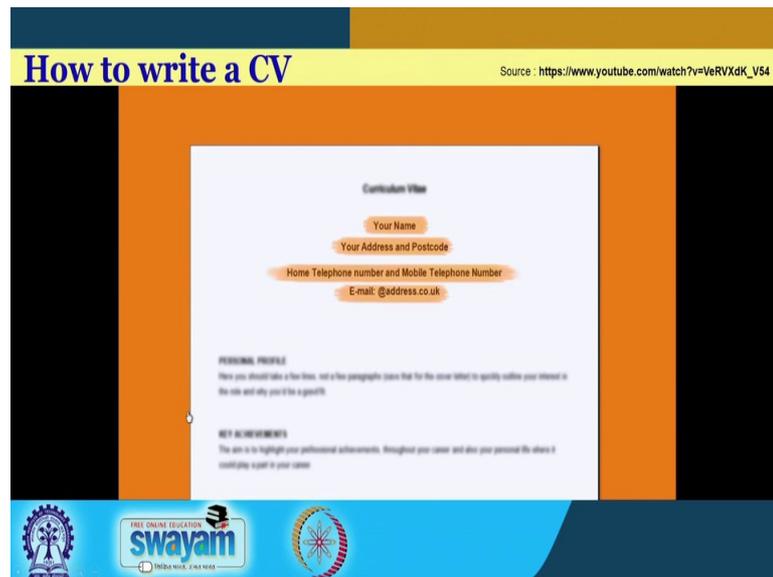
The slide features a yellow background with a dark blue header and footer. A video inset in the bottom right corner shows a woman with glasses and a red and black patterned vest. The footer contains logos for Swayam (Free Online Education), a gear icon, and a circular logo with a star.

Then as far as online resumes are concerned; it seems that the company or the organization will have a pull down menu for submitting a online resume. On the paper add on the website add on the company's website there will be a link if you click it and you can submit your resume online. So, you are to take care of the employment information and the ASCII version. As far as index services are concerned and we move further to this video on how to write a CV.

Your CV is most important document when applying for a new job. It doesn't matter how long it has taken you need to write it or how pretty it is.

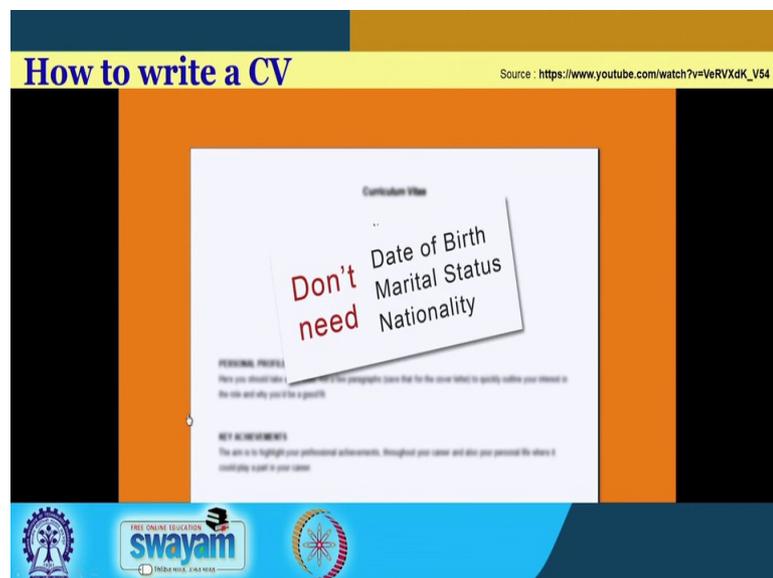
The employer will take 5 seconds to form an opinion. So, the first impressions really do you count. You have to show the, you have the necessary competencies and skills to match the job in question. There are few simple rules to produce an accurate, concise and well-presented CV. Write a CV yourself, the CV has to represent you and the language you use you would be expected to talk by your CV in the interview. And employers will pick up if your CV has been written by someone else.

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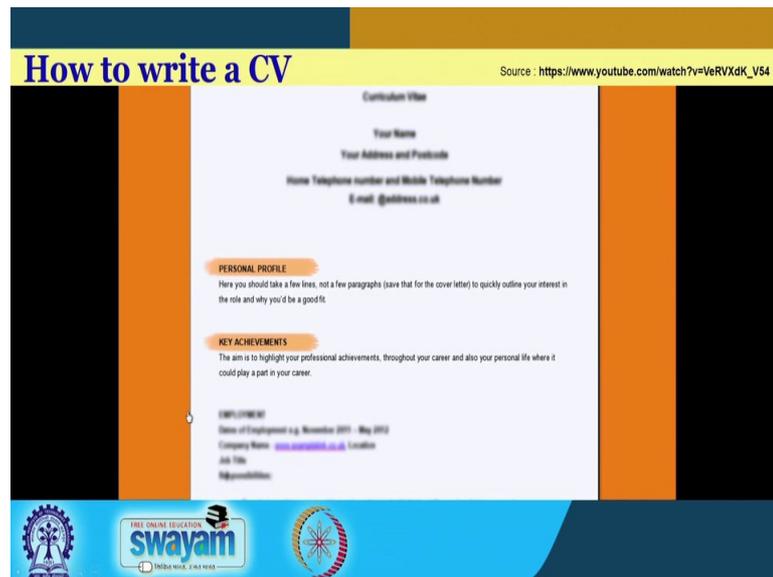
The best way to start your CV will be with your contact details, your name, your full address, your contact telephone numbers both home and mobile, your email address.

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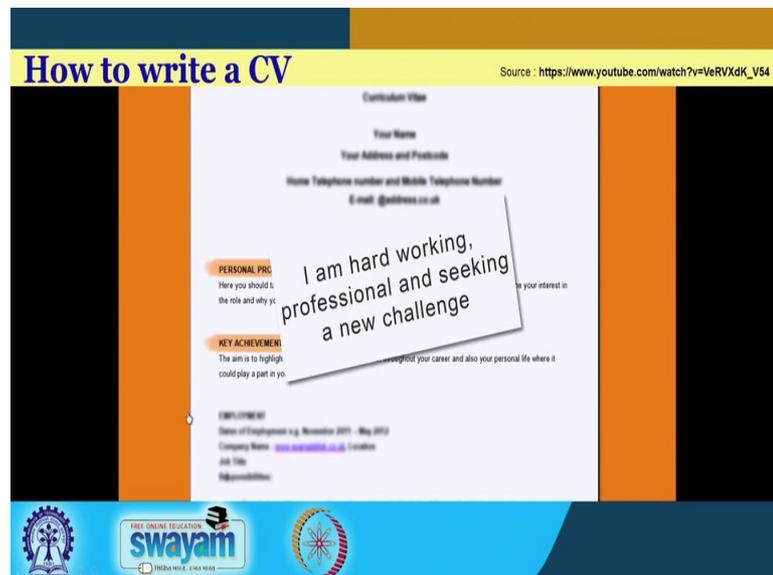
Following are not necessary to have on your CV, date of birth, marital status and nationality.

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I was a big fan of using a personal profile, but of late I have found it more important to include a key achievement having to start your CV. This shows that you are dynamic and have achieved in your career. Always pack this up with compelling facts. Personal profiles I find a very similar and always include the following.

(Refer Slide Time: 13:28)



I am hardworking professional and seeking a new challenge.

(Refer Slide Time: 13:33)

How to write a CV Source : https://www.youtube.com/watch?v=VeRVXdk_V54

PERSONAL PROFILE
Here you should take a few lines, not a few paragraphs cover that for the cover letter to quickly outline your interest in the role and why you'd be a good fit!

KEY ACHIEVEMENTS
The aim is to highlight your professional achievements, throughout your career and also your personal life where it contributes a part in your career.

EMPLOYMENT
Dates of Employment e.g. November 2011 - May 2012
Company Name - www.example.co.uk, Location
Job Title
Responsibilities:

- Provide key achievements within a role and try to highlight the skills used to obtain your goal
- Try to avoid soft terms like 'high energy' and aim for skills used within the role -- such as 'programming using C++'
- Provide enough information to entice your potential employers to call you
- Always keep examples relevant to the role you are applying for
- Find out more about how to identify your achievements.

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Employment history comes next, always give the most recent job first. Include the dates that you have worked the company name and the location where you worked. The title of your most recent position and then the description of your duties and responsibilities- be concise and clear.

(Refer Slide Time: 13:58)

How to write a CV Source : https://www.youtube.com/watch?v=VeRVXdk_V54

• Provide enough information to entice your potential employers to call you
• Always keep examples relevant to the role you are applying for
• Find out more about how to identify your achievements.

Dates of Employment
Company Name - www.example.co.uk, Location
Job Title
For older jobs you should keep the details slightly shorter, remembering to include your dates of employment and key skills obtained/applied to achieve your goals.

Responsibilities:

- Try to avoid cliché phrases that don't differentiate you as a candidate
- Always tailor your CV for each job application to match the requirements
- Try not to waffle if you feel like you don't have much to write in this area. Succinct to the point CVs will be preferred as they are quick to read and won't be generic.

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And then the previous job next, with the similar information as above.

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How to write a CV Source : https://www.youtube.com/watch?v=VeRVXdk_V54

- Try to avoid those phrases that don't differentiate you as a candidate
- Always tailor your CV for each job application to match the requirements
- Try not to write if you feel like you don't have much to write in this area. Recruiters to the point CVs will be preferred as they are quick to read and won't be generic.

EDUCATION

If you are looking for your first job and do not have much or any work experience at this point – do not fret.

Expand on your education responsibilities and apply them to real life scenarios so an employer has an understanding of what you have achieved and the means used to get these achievements.

Dates	Professional Body	Location
Course Title		Grade
Dates	Professional Body	Location
Course Title		Grade
Dates	Professional Body	Location
Course Title		Grade

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After this you will need to include your education again with the most recent first. Always start with most relevant qualification for the job. Always give the summary of your qualification and the dates and the results you achieved. This then follows with relevant training which comes in a separation section.

(Refer Slide Time: 14:28)

How to write a CV Source : https://www.youtube.com/watch?v=VeRVXdk_V54

Dates	Professional Body	Location
Course Title		Grade
Dates	Professional Body	Location
Course Title		Grade
Dates	Professional Body	Location
Course Title		Grade

PERSONAL INTERESTS

Feel free to list these out in bullets or in a table. If you lack experience for a role that you are deeply passionate about, you may want to mention how you use your spare time to pursue this passion. Be it in reading around the subject matter or expanding your technical skills. Find out more about what to include in your personal interests section.

REFERENCES

References are available on request. Find out more about building your references.

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The interests and hobbies section should never be underestimated. Show hobbies where this can demonstrate your skills out of the work place on these skills could then be transferred to those in the workplace. The last part of the CV is references you do not

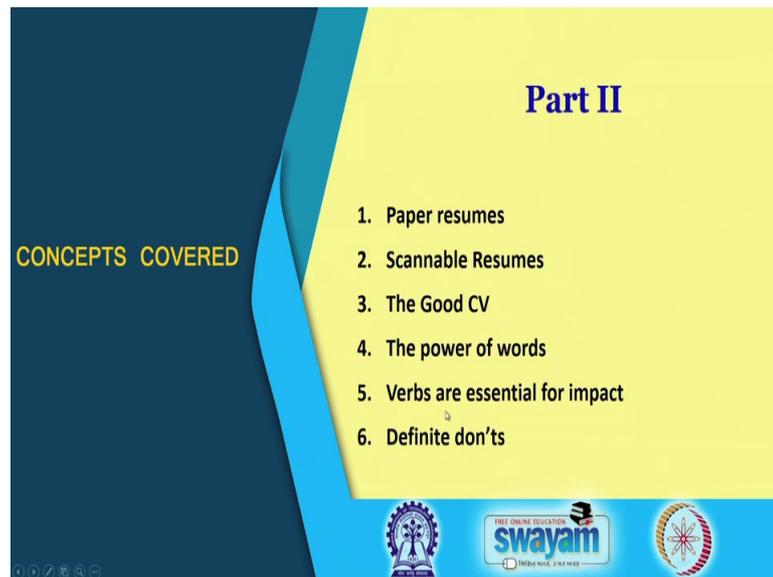
have to include the referee's details. In essence make sure it is brief, concise, accurate, on two pages, do not exaggerate.

Keep your CV in a third person, use relevant tense, positive words, check spelling, use spell check. Use the same font throughout and a 12-point, tailor the CV to the job and keep it up to date. Following these rules will stand you in good stead and really help you get to the interview stage. We will also be doing (Refer Time: 15:30) videos on preparing for the interview. Strengths and weaknesses, another related interview questions. We hope that this has been informative and we welcome any feedback or comments you may have.

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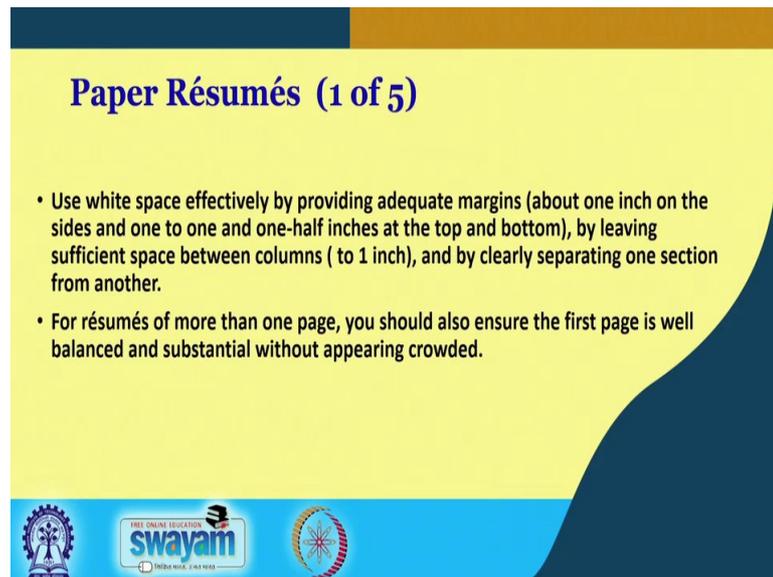
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So, that has been quite comprehensive and it is just at the right time giving us the platform from where we can start part two of this lecture. In the second part of this lecture I will be again talking about paper resumes and scannable resumes some points which I might not have said I will be giving them now. What is the good CV? Some details on the power of words because your entire CV is you in black and white to your perspective employee.

So, the power of words in an important consideration when you write the CV also remember that when we talk about verbs, verbs are action words. So, when you use action words in your CV you give lot of activity, power, energy and enthusiasms to your CV. Therefore, verbs are essential for impact and what are the don'ts? What should you avoid when you are pending or preparing your CV?

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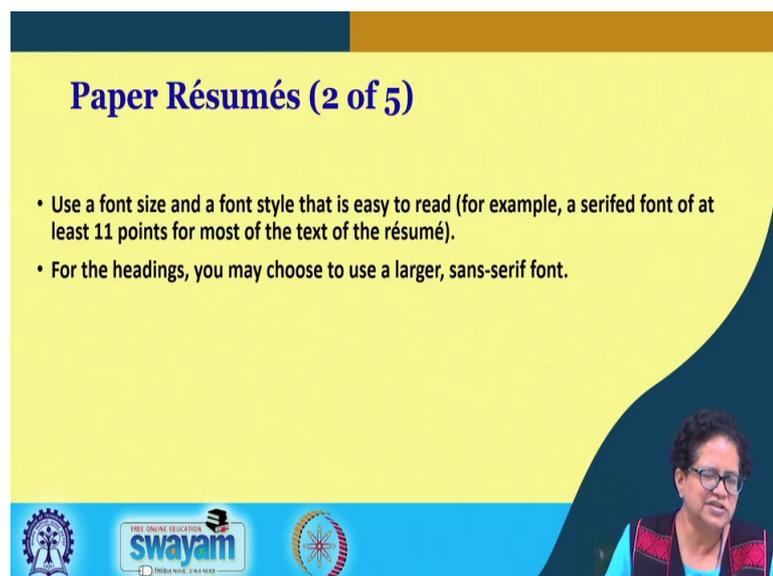
Paper Résumés (1 of 5)

- Use white space effectively by providing adequate margins (about one inch on the sides and one to one and one-half inches at the top and bottom), by leaving sufficient space between columns (to 1 inch), and by clearly separating one section from another.
- For résumés of more than one page, you should also ensure the first page is well balanced and substantial without appearing crowded.

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So, let us come to paper resumes. The advice is to use whitespace effectively by providing adequate margins. The probable best possible solution would be you know 1 inch on the sides and 1 to 1 and half inch at the top and bottom. And also space between columns and segments of your CV. If you have a 2 page CV or a 3 page CV and show that all the pages are balanced and substantial. Not that page 1 is crowded and page 2 is flimsy and page 3 is almost no matter at all.

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Paper Résumés (2 of 5)

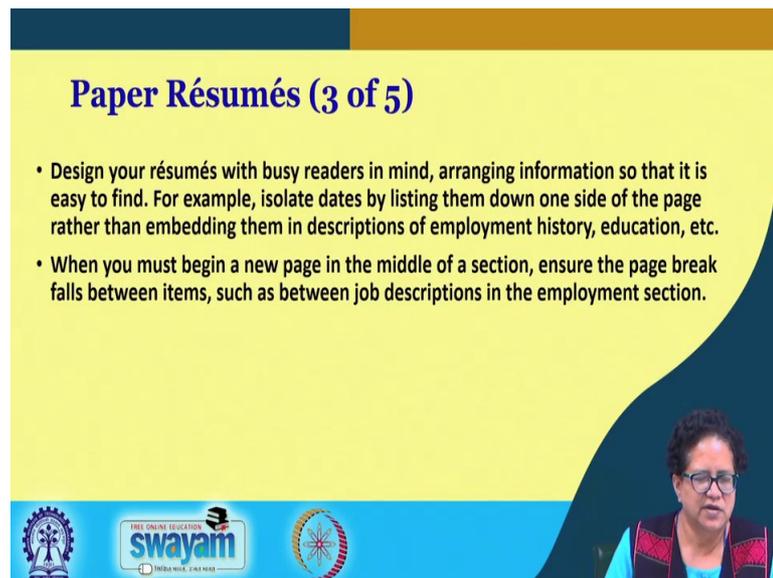
- Use a font size and a font style that is easy to read (for example, a serifed font of at least 11 points for most of the text of the résumé).
- For the headings, you may choose to use a larger, sans-serif font.

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So, moving further the second point is to use a font size and a font style which is easy to read that is reader friendly. The idea is to use serifed font types because they are reader friendly and 11 point size as for as the headings are concerned. You may choose to use larger that is 13 point or 12 point and sans serifed font types all are available in the Microsoft word documents.

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Paper Résumés (3 of 5)

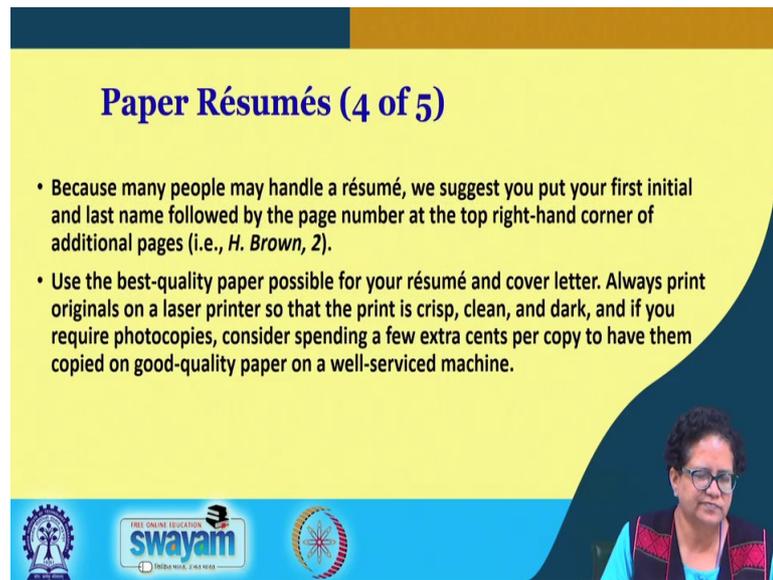
- Design your résumés with busy readers in mind, arranging information so that it is easy to find. For example, isolate dates by listing them down one side of the page rather than embedding them in descriptions of employment history, education, etc.
- When you must begin a new page in the middle of a section, ensure the page break falls between items, such as between job descriptions in the employment section.

The slide features a yellow background with a dark blue curved shape on the right side. At the bottom, there is a blue banner with logos for 'swayam' and 'India's first MOOCs platform', along with a small video feed of a woman with glasses and a red patterned vest.

The third point, you must plan your CV because you have in mind those readers or those employers or the recruitment cell of the organization which is a very busy place. So, the best possible advice is to arrange information very schematically for example, date should be on one side of the page as you saw in the sample CVs the dates where on the left-hand side of the page.

Instead of putting it within dense information about your employment history and education so on and so forth. And second point is that if you have to begin on a fresh page then make a proper segment break for the middle of the section. And it should not yours page break should not come in the middle of a job description, but rather in a proper place. So, that you make a very proper transition to be next page.

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Paper Résumés (4 of 5)

- Because many people may handle a résumé, we suggest you put your first initial and last name followed by the page number at the top right-hand corner of additional pages (i.e., *H. Brown, 2*).
- Use the best-quality paper possible for your résumé and cover letter. Always print originals on a laser printer so that the print is crisp, clean, and dark, and if you require photocopies, consider spending a few extra cents per copy to have them copied on good-quality paper on a well-serviced machine.

The slide features a yellow background with a dark blue header and footer. A small video feed of a woman with glasses is visible in the bottom right corner. The footer contains logos for 'swayam' and 'MINDA NIKHE, JALGAON'.

Third point fourth point rather so you think that the place where people are gathering your papers CVs and looking through it and then short listing them as eligible and not eligible to be called for the second phase of the recruitment process is a very busy place. Many people will be handling your CV and therefore, the suggestion is that you can number your page 2 your paper CV on top right hand corner with your name in initialized form H dot brown full form is Harman de brown comma page 2 as shown here.

And first of all remember most of all you must remember that this is your first interaction with your perspective employer so use the best quality paper possible. And cover letter should also be equally good quality paper printed in a laser printer. The print should be the crisp clean dark and they should be enough toner a toner ink available if you require photo copies consider expanding few you know rupees or cents extra. So, had so that, you have the copies photo copies of your CV on good quality paper on a well service Xerox machine.

(Refer Slide Time: 20:28)

Paper Résumés (5 of 5)

- To ensure that your résumé is error free, edit it extremely carefully. Triple check everything, including the spelling of your name, your address and phone number, and the dates in your education and employment sections.
- When you are sure that your résumé is error free, ask at least one other person to read for errors and to comment on layout and content.

The slide features a yellow background with a dark blue header and footer. The footer contains the logos for 'swayam' (Free Online Education) and 'Maha Nika, Jai Hind' along with a circular emblem. A video feed of a woman with glasses is visible in the bottom right corner.

The fifth and the last slide here to ensure that your resume is without any mistakes no errors you must be very careful when you admit it. Maybe you read it two times three times each and every spelling must be checked, even the spelling of your own name it sounds very funny you know. But even the spelling of your name your address which you must have written so many times typed so many times, but you have to check it up and phone number every digit, dates in your education and employment section all have to be checked and double checked. And thirdly the final advice is that you can always ask one other person who is your colleague or your friend or somebody close to you to comment on the layout and content. So, that you get a another opinion and then you can work on that if you wish.

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Scannable Résumés (1 of 4)

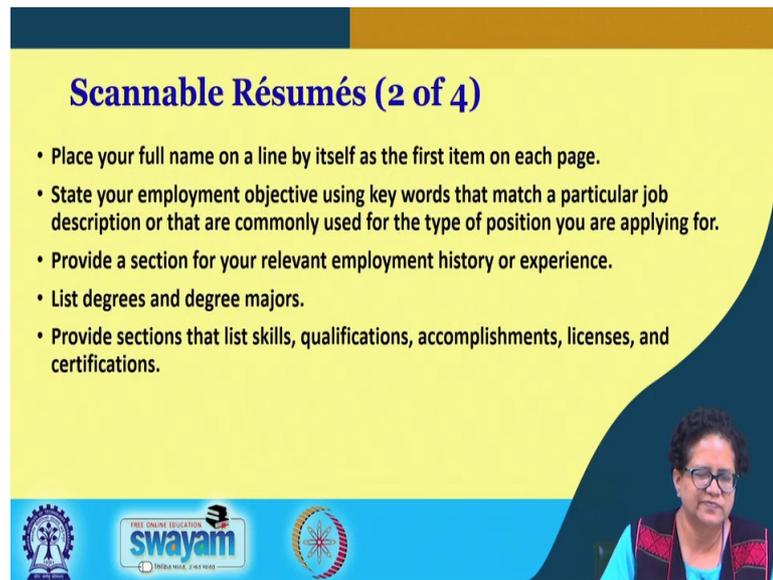
- Use key words that the employer is most likely to use
- Use a very plain format
- List as many facts, skills, and attributes as possible
- Use descriptive nouns and noun phrases wherever possible
- Employ technical language, but avoid abbreviations

The slide features a yellow background with a dark blue header and footer. A video feed of a woman with glasses is visible in the bottom right corner. The footer contains logos for 'swayam' (Free Online Education) and 'MHRD' (Ministry of Human Resource Development).

Next we come to scannable resumes I have four slides on that. Now scannable resumes will be read by a scanner which will be scanning or searching for certain key words which have been provided in the job profile or the job description of the advertised post. So, most of all it is important to use keywords that the employer is using in his ad. Use a very plain format because this scannable resume electronic form is being read by a machine.

It is not being read by a person and the more facts, skills and attributes you mention the more the chances that you will be shortlisted by the machine. And the machine is programmed, or the software is programmed so that descriptive nouns and noun phrases are captured and therefore, the advice is to use them wherever possible. And the last one on this slide is to employ technical language, but to avoid abbreviations because the software will not be recognizing abbreviations.

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Scannable Résumés (2 of 4)

- Place your full name on a line by itself as the first item on each page.
- State your employment objective using key words that match a particular job description or that are commonly used for the type of position you are applying for.
- Provide a section for your relevant employment history or experience.
- List degrees and degree majors.
- Provide sections that list skills, qualifications, accomplishments, licenses, and certifications.

The slide features a yellow background with a dark blue curved border on the right side. At the bottom, there is a blue banner containing logos for 'swayam' (Free Online Education) and 'MHRD' (Ministry of Human Resource Development), along with a portrait of a woman with glasses and a red and black patterned vest.

So, your full name must be one line by itself on the first item on each page. If your CV is four paged the first item the first line of each page 1 2 3 4 should have your full name not initialized name. After that you will have your employment objective where you will use maximum of those keywords which match the particular description of the job which has been advertised.

Third is to provide a section one separate section for your relevant employment history or experience which will be looked or focused upon by the employer. List all your degrees and degree majors if you are specialized for example, you have majored a history for example, you have done M.Sc in physics. Then your degree major maybe atomic physics or nuclear physics as it may be. The last point here is to provide sections separate sections, where you have skills, qualifications accomplishments license's and certifications.

(Refer Slide Time: 23:26)

Scannable Résumés (3 of 4)

- Put contact information on different lines and if you list more than one phone number, put each on a separate line. Also use the standard address format:
Herman D. Brown
1234 Underwood Street
Chicago, IL 61811
- Left justify the entire document, avoid columns, and use at least one-inch margins.

I would like to tell you that you can put your contact information on different lines. And if you list more than one phone number put them on separate line. So, that there is no confusion about the number of digits in your phone line and calls should not be missed by you. And a standard address format can be used as the one provided here on this slide. As far as the scannable resume is concerned left justify the entire document avoid columns and use at least 1-inch margin on all the four sides.

(Refer Slide Time: 24:00)

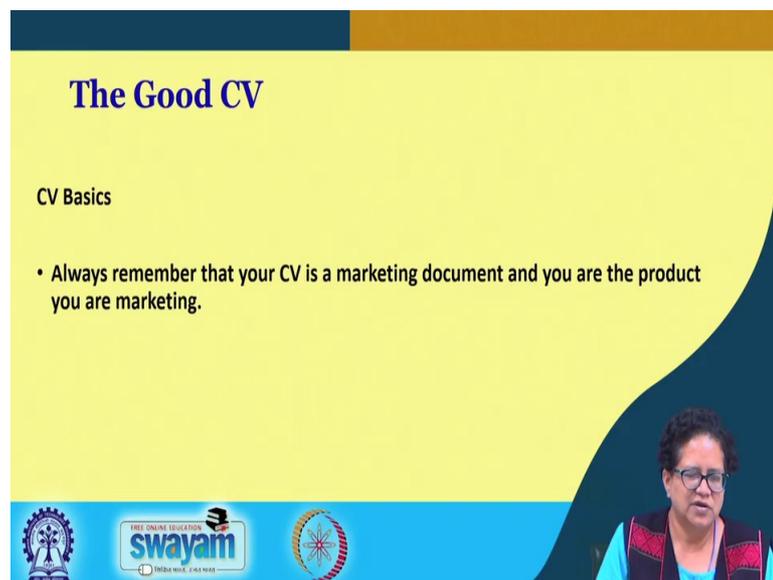
Scannable Résumés (4 of 4)

- Use standard fonts and reduce formatting features to a minimum. Font size should be 10 to 12 point and the font should be a standard one. Avoid tabs, italics, underlining, brackets, bullets, dashes, horizontal or vertical lines, shading, symbols, and pictures.
- Use white space to indicate where one section ends and another begins. You may also use bolding and capitals for headings, but ensure letters do not touch each other.
- If the résumé is printed, use white paper and a laser printer to produce crisp, dark type on one side of the page only. Do not fold or staple. If the résumé is to be e-mailed, save the file in ASCII or plain text format.

The last point which I would like to state about the scannable resumes is to use standard fonts because the machine is not looking at serifed fonts or sans serifed fonts it is not a human being. And reduce the formatting features to a minimum, because again the same reason, font type should be font size it should be 10 to 12 and font should be standard one TNR. Avoid tabs italics underlining brackets bullets dashes horizontal or vertical lines shading symbols and pictures.

You must secondly, use whitespace generously to indicate where one section is ending and another one is beginning, use also capital and bolds for headings. But ensure that the letters do not touch each other the last point here, if the resume is printed use white paper and a laser printer to produce crisp duct type on one side of the page only. Do not make the error or the mistake of sending a CV with the both sides printed it doesn't create a good impression do not fold or staple if the resume is to be emailed save the file in ASCII or plain text format.

(Refer Slide Time: 25:19)



The Good CV

CV Basics

- Always remember that your CV is a marketing document and you are the product you are marketing.

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INDIA WISE, LIFE WISE

Now, what is a good CV? First of all remember the basics, always remember that your CV is a marketing document in which you are the product and you are the seller and you are marketing yourself.

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The power of words

- Scrutinize every word to ensure that each is doing its job properly. For eg.

appointed	<i>Could become</i>	Promoted to <i>or</i> selected as
Site/unit	<i>Could become</i>	Cost centre <i>or</i> profit centre
ran	<i>Could become</i>	Created and developed
supervised	<i>Could become</i>	Trained and motivated
Closed the . . .	<i>Could become</i>	Chose to run down the . . .



The power of words- you must scrutinize each and every word to ensure that each one is doing its job properly. In this chart I have provided you a list of 5 such examples or 6 such examples.

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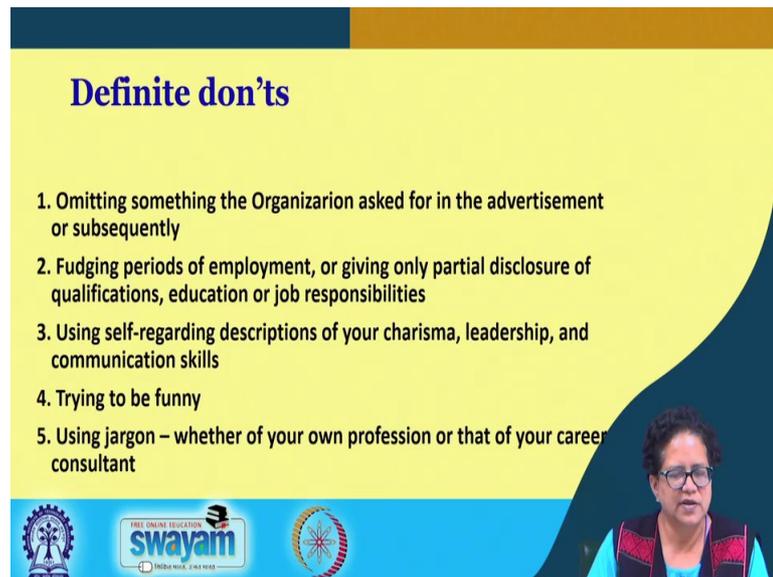
Verbs are essential for impact

Started	Introduced	Re-established
Initiated	Created	Generated
Developed	Trimmed	Organised
Enhanced	Tightened up	Restructured



Verbs I have insisted I have emphasized on the importance of verbs for creating impact on your CV. And these are some of the verbs you could use you could include them in your CV.

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Definite don'ts

1. Omitting something the Organization asked for in the advertisement or subsequently
2. Fudging periods of employment, or giving only partial disclosure of qualifications, education or job responsibilities
3. Using self-regarding descriptions of your charisma, leadership, and communication skills
4. Trying to be funny
5. Using jargon – whether of your own profession or that of your career consultant

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— MEDIA NIKET, LAKSHMI —

What are the don'ts? Do not omit anything that the organizations asked for in the advertisement and maybe later on in some other communication official communication with them. Number 2 is do not be dishonest, do not fudge, do not play with these specific bricks of your periods of employment. If there has been a break in your period of employment then be frank up front and state it. Do not give partial information partially disclosing on your qualifications or your education or your job responsibilities; be fair be clear.

The third point is do not be too much descriptive of your charisma, leadership and communication skills. Please do not write excellent communication skills, when you do not possess them. The fourth this is not a place to be humorous so avoid humor. Fifth use jargon if required for your profession and that of your advice of your career consultant.

(Refer Slide Time: 27:10)

Definite don'ts (contd....)

6. Franking your letters instead of using stamps
7. Failing to check the documents you're sending out or to use the word processor spellcheck
8. Getting the recipient's name, job title, address or post code wrong
9. Getting the job title you're applying for wrong

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We continue further; do not forget to check the documents you are sending out or the attachments which have to be included in the CV and use the spell check. Be careful about the recipient's name his or her job title or designation, address and do not put the postal address or the postcode or any sense the addressee wrong. And please most of all; avoid this howler do not commit this very small silly mistake of putting your specific job application the job titled wrongly on your CV.

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Definite don'ts (contd....)

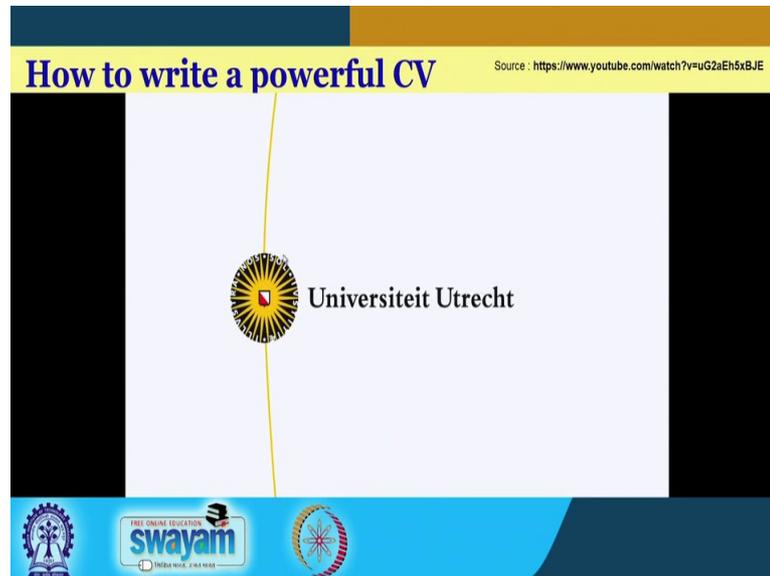
10. Using the words that you ought to avoid:

- Charisma / charismatic
- Leader *and* leadership
- Commence (use 'start' or 'begin')
- In terms of or with regard to
- Challenge
- Peruse or perusal

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You continue further, use such words that you ought to avoid if you use such words that you ought to avoid they will in fact, create a very bad impression on your employer. I have this video on how to write a powerful CV, let us watch it together.

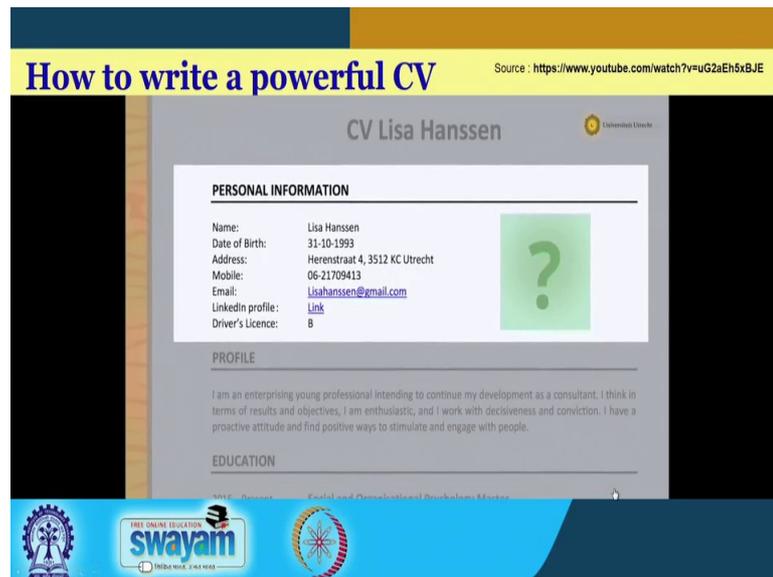
(Refer Slide Time: 28:15)



Your CV is the single most important document in your job application. This video will teach you how to write a compelling CV. One thing is certain; there is no such thing as the perfect CV. That is because the contents of the ideal CV are determined by the position and the person who is applying. Employers use the information your CV to decide how suitable you are for the position that means, you should tailor the information in your CV to each position you apply for. Start by asking yourself this question, what do I want the employer to think of me after reading my CV?

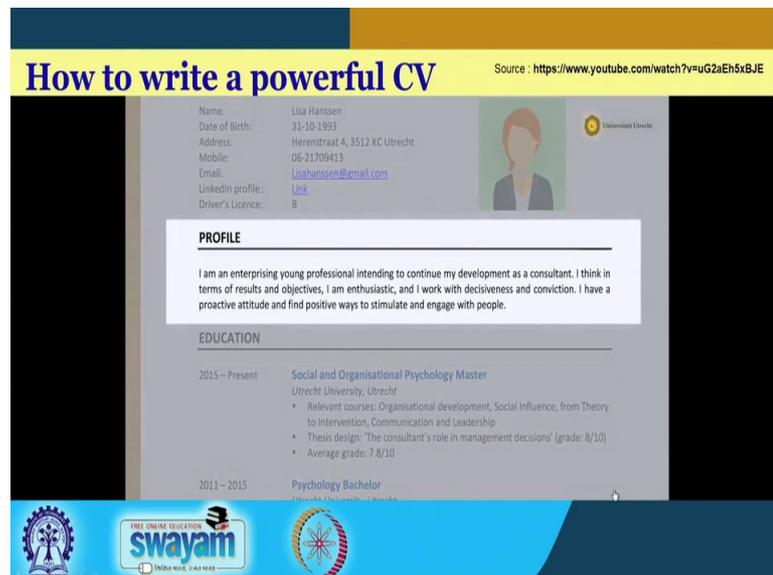
Once you know that you will know what to include, remove or emphasize. This video was created for the Dutch job market. If you will be applying for jobs in other countries, you should research the rules surrounding job applications there. Here is an example CV belonging to Lisa Hansen; we will be coming through the CV to discuss what information you should present in each section.

(Refer Slide Time: 29:24)



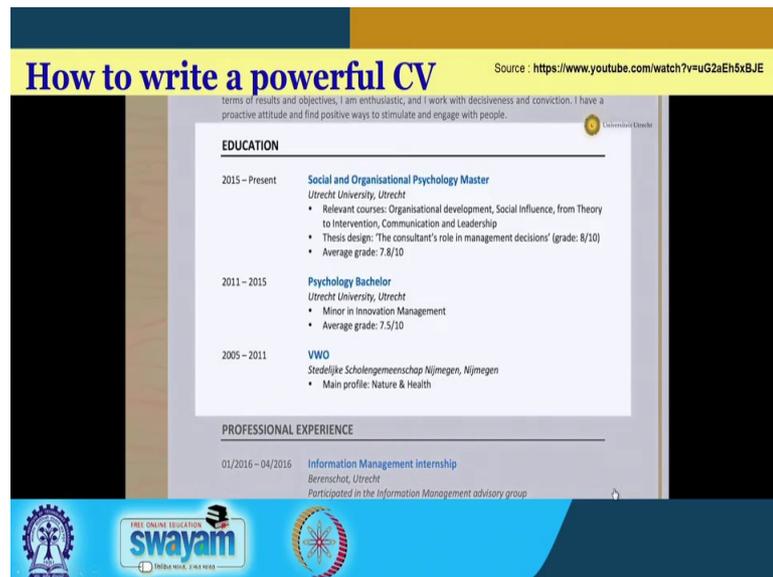
The first section should contain your personal information such as your date of birth and contact details. Whether you should include picture of yourself depends on the position you are applying for and the company offering it. Just make sure you look professional in your photo.

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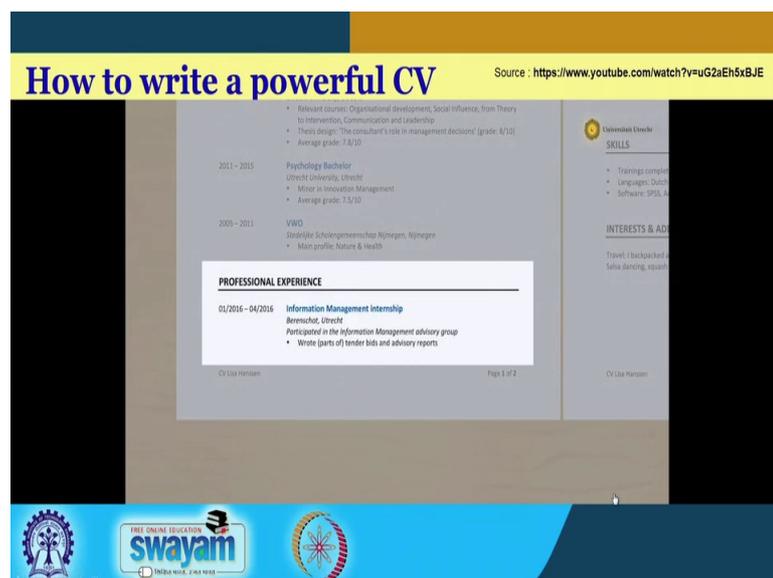
The second section is your personal profile. In just a few sentences you describe who you are? What you have to offer? And what your ambitions are?

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The third section education is where you show your academic accomplishments from high school graduation onwards. Since you are most recent school or academic program is the most relevant. Start there and work your way back. And no more than three bullet points you can list your most significant results. Such as a high average grade, your most relevant courses, your thesis or any minors you have completed.

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The work experience section should contain your internships and any previous relevant work.

(Refer Slide Time: 30:24)

How to write a powerful CV Source : <https://www.youtube.com/watch?v=uG2aEh5xBJE>

11/2011 – 10/2015 **Team leader**
Albert Heijn, Utrecht
Responsible for the entire product-handling process

- Prepared, conducted and processed interviews
- Conducted desk research and prepared presentations
- Managed a team of 10 stockers
- Spoke to customers when handling errors occurred

EXTRACURRICULAR ACTIVITIES

09/2014 – 08/2015 **President, Pub Quiz Committee, ESN Utrecht**
Responsible for the monthly pub quiz with 100 participants

- Managed committee of 6 students
- Hosted and managed 10 pub quizzes for a total of 1000 participants

09/2013 – 08/2014 **Treasurer, Conference committee, Alcmæon study society**
Organised a conference for 150 students

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Clearly state your job title, responsibilities and primary tasks, the more specific you can be about what you did the better. Sort your bullet points by relevance with the most relevant at the top.

(Refer Slide Time: 30:42)

How to write a powerful CV Source : <https://www.youtube.com/watch?v=uG2aEh5xBJE>

EXTRACURRICULAR ACTIVITIES

09/2014 – 08/2015 **President, Pub Quiz Committee, ESN Utrecht**
Responsible for the monthly pub quiz with 100 participants

- Managed committee of 6 students
- Hosted and managed 10 pub quizzes for a total of 1000 participants

09/2013 – 08/2014 **Treasurer, Conference committee, Alcmæon study society**
Organised a conference for 150 students

- Managed a 3,500 euro budget
- Created a website where students could register and pay

07/2012 – 08/2012 **Volunteer work**
Taught English at a primary school in Indonesia

- Prepared and taught lessons, corrected homework
- Taught 60 children in total

SKILLS

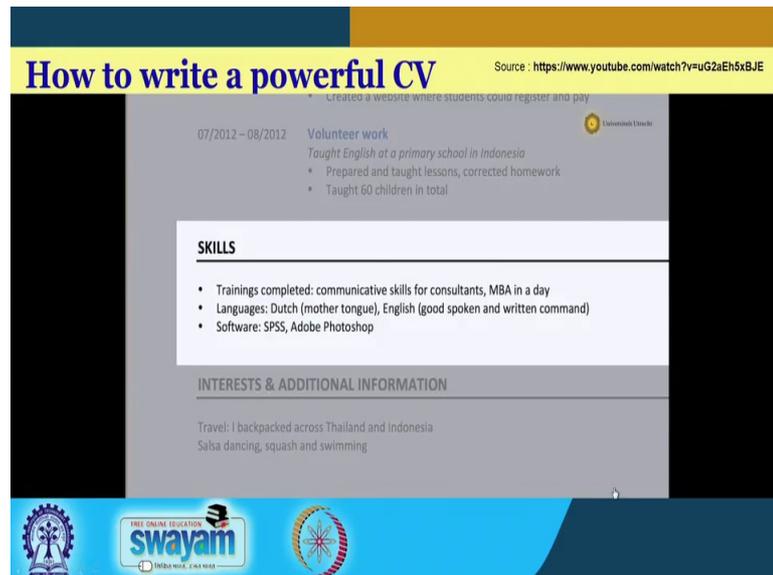
- Trainings completed: communicative skills for consultants, MBA in a day
- Languages: Dutch (mother tongue), English (good spoken and written command)

swayam

Your extracurricular activities made a great deal in the Netherlands. Describe what you do outside of school this tells the (Refer Time: 30:48) employer a lot about you, what do you enjoy, what skills we developed as side of your studies, what are you interests?

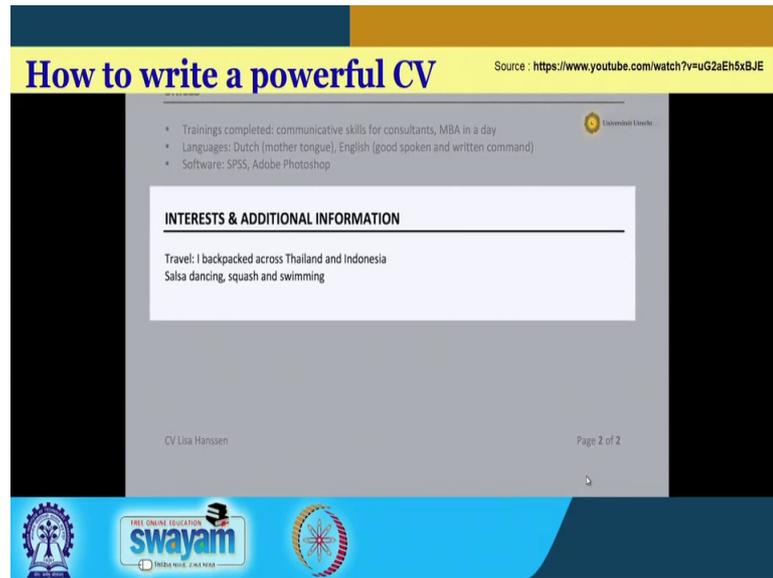
You can list as many activities as you like as long as they show that you possess skills your employer will find relevant. Again use bullet points to indicate what you have done and learnt (Refer Time: 31:06). If you possess skills that are relevant for the position; that do not quite fit in any of the previous categories-

(Refer Slide Time: 31:14)



add them in a separate skill section. You can include anything you are good at you or know a lot about. Include things like a second language, training programs you have completed, software you know how to use, and any specialists , or unusual skills. Keep in mind whether a given skill has any significance to the position you are applying for.

(Refer Slide Time: 31:35)



The final section interests an additional information is an opportunity for you to provide some personal background to help the employer understand what kind of person you are. Consider carefully what you chose to share. The best visual design for your CV depends on what industry you are in. The decision whether to put your CV in the yes or the no pile is usually made in the first 30 seconds.

That is why you should bear two things in mind; one it should be easy for the employer to skim through (Refer Time: 32:05) your CV and two the most important information should stand out from the rest. Underline important information and put in bold that try to keep the overall style consistent.

(Refer Slide Time: 32:27)

References

1. The Effective Communicator – John Adair, Jaico Pub. House: 2004
2. Strategies for Engineering Communication – Whitmore & Whitmore, John Wiley: 2003
3. Basic Business Communication: Skills for empowering the Internet Generation - Lesiker & Flatley, TMH: 2002
4. Business Communication Today – Bovee, Thill & Schatzman: Pearson Education, 2003
5. Business Communication: Concepts, Cases & Applications – Chaturvedi & Chaturvedi: Pearson Education, 2004
6. www.google.com

Logos at the bottom: Swamyam (Free Online Education), and other institutional logos.

So, that is a good source you could go to for referring to at a greater detail on how to write a good and effective CV. On the slide we have few of the references in the preparation for this lecture.

Thank you and God bless you always. God bless you.