



# Gordons School

## 5<sup>th</sup> October 2016

What should a good CV look like?



# AGENDA

- Introduction
- What should a good CV look like?
- Questions
- Reviewing a good CV
- Next steps



*25 CVs a week  
for 25 years*

=

**30,000 CVs**



# What should a good CV look like?

You never get a second chance to make a first impression!





# What should a good CV look like?

## Top Ten Mistakes!

- Typos and grammatical errors
- Overly casual tone
- Use of jargon and clichés
- CV > 2 pages in length
- Snazzy borders or backgrounds
- Writing in the third person
- Inclusion of emojis
- Use of cringe-worthy quotes
- Unprofessional email address
- Unconventional font



# What should a good CV look like?

## Social Media

- 9 out of 10 employers WILL check you on social media
  - 93% of HR Directors used Facebook and Twitter to keep tabs on potential employees.
  - 53% of recruiters changed their mind on what they saw
  - 61% changed their mind – negatively!
- Avoid – profanities, grammar mistakes, illegal drug use & sexual references
- Check your settings – 24% with no privacy settings in place



# What should a good CV look like?

A reflection of YOU

- Unique - your personality
- Describes you – not a stranger
- A photo
- True and honest



# What should a good CV look like?

## Personal Profile

- Personal Profile - the “Attention Grabber”!
  - What will get you noticed by an employer?
  - Why are you different from everyone else?
  - What can you do – what skills do you have?
  - What are you like?
  - What do you do in your spare time?
  - **No more than 20 seconds to read**





# What should a good CV look like?

## Achievements

- What have you achieved – demonstrating your motivation and drive.....
  - What have you done that you are most proud of?
  - Sporting achievement
  - Academic achievement
  - Musical achievement
  - Charity work
  - D of E
  - Overcoming challenges - not too personal



# What should a good CV look like?

## Education

- Where?
- What have you achieved?
- What are you predicted to achieve?



# What should a good CV look like?

## Work Experience

- Which Company did/do you work for, what did/do they do?
- How long were you there?
- What was your job title?
- What did you do?
- What did you achieve – extra responsibility, awards, promotions?
- Why did you leave?
- References



# What should a good CV look like?

## How do they get hold of you?

- **Current and Home address**
- **Email address**
  - NOT suggestive, flirtatious, generic, silly, or funny.
  - Professional and easy to remember and create awareness.
  - Your name, preferably first name and last name.
  - Not one shared with a spouse or family.
- **Mobile number**
- **Linkedin Profile (for the future)**



# What should a good CV look like?

## Look after it!





## What should a good CV look like? Review Sam's CV

- Does it create a good first impression?
- Any mistakes?
- Does it reflect who Sam is?
- Does it tell you what he has done at work?
- Does it detail his achievements?
- Would you offer him an interview – can you get hold of him?
  
- One thing you would do to improve it?
- What is missing?



# Questions?

Richard Putley  
Managing Director

+44 7957 339 235

[rp@executivesinafrica.com](mailto:rp@executivesinafrica.com)