



IMAGESBAZAAR

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With the rapid changes in technology, we have changed the way we think, work, and live. Technology has changed every aspect of our lives and so has the way of searching jobs. A C Level executives' resume should stand out above all as they work on a different plane than other senior management.

C Level executives take several years to change one job, provided if they want to. The resume could be dangerously outdated. By merely updating it with the latest contributions and career history will definitely prolong the journey of job search.

Organisations want to know how well you took each opportunity and given some significant contributions to the company. Therefore, you must have achievements in bullet points mentioned in each of your jobs. A consolidated overview is outdated now. Organisations are keen to know how you evolved as a professional and how you performed at each of the jobs as a number of candidates hide short tenures, you must mention in chronological order with years and months that you spent at each organisation.

It's better to put a picture on your resume as research indicates that more resumes with photos are shortlisted because there is a subconscious connect with the candidates. Too many details should be avoided and too short a resume won't help your cause.

Owing to rapid changes in digital era, a great resume alone won't suffice for your dream job. Recruiters have changed the way they hire. A vast majority of recruiters take help from social networking sites to pre-screen the candidates. Having a strong online footprint provides them with plenty of information supporting your value proposition. Keeping aside the experience, qualification, skill sets, a person who has a stronger web presence are noticed and chosen over the ones who have little or no presence.

Traditional personal marketing communication like resumes have shifted to short-form brand supporting, value drive writings like personal blogs, and social media to source candidates. However, one should not overlook the importance of resumes as resumes are like the back end work and one needs to get brand and value proposition before moving them online to send out a clear consistent message across all channels. Resumes are recognised as a job search currency. The work and the level of experience form the foundation for your personal marketing materials.

Before writing a resume, one needs to lay the groundwork with these two most crucial steps:

**TARGETING:**

A generic resume will consist of too many bases which will fail in targeting a specific audience. Everything in the resume has to be aligned with what they will be looking for in candidates as the recruiters won't get time to check all the information at once. Finding several job descriptions that will look like a mutual fit is crucial while making a resume.

**PERSONAL BRANDING:**

Branding has become critical than ever as it links with your passion, attributes, and strengths which differentiates oneself from the competition. What differentiates your unique promise is what will sell you in a company.



Companies look for vitality, good fit, and chemistry in executive candidates. Through branding, personal chemistry is created which makes you come alive on the paper, digital, and web page.

#### CAREER SUCCESS STORIES:

When a person explains how he makes things happen, the target audience automatically zero in on what he can do for an organisation and begin to picture you doing the same things for their organisation. The C-A-R process is one of the most influential ways in which one can show their success. C-A-R, being, Challenges-Actions-Results. In this framework, one can highlight the contributions made for the previous company. Also, grab their attention by showing facts and figures as it will help them more in relating it with your success.

#### Writing a resume:

- **Forget the objective statement:** Being already a C Level executive, recruiters won't care about your growth position that will utilise the expertise in ABC. They would want to know what you can do for them.
- **Blah resume-speak:** Writing resume from your own voice and finding the precise words that describes what makes you unique and precious for a company will have deeper effect on the recruiters. Always keep the resume interesting and avoid using dull phrases like visionary leader, proven track record of success, results-oriented, etc.
- **Passive verbs and repetition of job descriptions:** Using "responsible for" is a statement which will make you seem like a laid back person. Instead, incorporate robust action words which will explain your niche expertise with appropriate key words. Using words like envisioned, pioneered, benchmarked, leveraged, etc. will make your resume more impactful and interesting to read throughout.

Other obvious guidelines while writing a resume are to avoid any grammatical errors, formatting should be attractive, consistent, and clean. The resume should be readable and all information included in the resume should be there for a reason. Make sure nothing is arbitrary.

C Level candidates must always keep this thing in mind that people with particular sets of criteria are reading your resume. Always put yourself in their shoes and share the information with them which makes it easy for them to assess your 'fit' for the position and the culture. Make it easy for them to hire you.

- The author is MD, Executive Access