

CV Writing: Why Your 'Experience To Date' Simply Isn't Enough

Take the average CV. Here's a snapshot:

1. Personal details
2. Executive summary (always good but only a handful of candidates seem to include this)
3. Professional experience (with some detail of each role performed, including dates)
4. Qualifications (professional, university, then school)
5. The fun stuff (a brief insight into your personality and interests)

That average CV tells me, and a recruiter, about where you've come from but it tells me very little as to where you want to go.

One of the most powerful additions you can make to your existing CV is a quick summary of where you'd like to take your career. It's a means to explain how the job you are applying for **fits** into your overall strategy and career plan. Not only does this forward-thinking demonstrate a care for your own professional progression, it also shows 'maturity' and 'leadership', both traits that recruiters and employers are looking for.

Here are some tips to finesse your CV:

1. Do the basics well: have a clean layout with plenty of white space around your words; keep your CV to 2 pages; use a legible font size; use your computer's spell checker first and then proof read it yourself.
2. Use a similar structure to that outlined above. Include an executive summary which should comprise of a few bullet points outlining your experience to date.
3. After your executive summary add a brief overview of your vision for your current and future career; 2-3 bullet points will suffice. Explain how the role you are applying for fits in and how it will be a stepping stone towards this future path. Offering even a rough idea of your career plan is a valuable, and must-have, addition to your CV.

About The Author – Rebecca Wells



Rebecca Wells is a Career Coach and Strategist passionate about arming her clients with practical tools and strategies to help them lead their most fulfilling lives and careers.

Her specialties lie in the areas of 'self-promotion in the workplace' and 'strategic career advancement'.

She is a Certified Personal and Corporate Coach and NLP Master Practitioner and has been coaching since 2005.

Prior to establishing Clear Horizon Coaching, Rebecca worked for many years in London's advertising industry, as an Account Director managing global and regional Marketing Directors and projects for the likes of HSBC; Cadbury Schweppes; Kimberley Clark; and Pfizer and is fully aware of the stresses, strains and satisfaction associated with getting ahead in the corporate world.

Clear Horizon Coaching

The Clear Horizon Coaching team runs workshops and executive coaching on a selection of topics including:

- How to Raise Your Profile in the Workplace To Get Ahead
- Building Presence: Effective Meeting & Presenting Skills
- The Vital Steps to Success: 12 Strategies To Elevate Your Career This Year

We also offer 1-1 private coaching to individuals looking to raise their profiles in the workplace; gain promotions and pay rises; and move into more challenging roles

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