

# ‘The Top 5 Mistakes Women Make On Their CVs’

by Rebecca Wells

In my time as an Executive and Career Coach I have reviewed umpteen CVs from men, women, CEOs, Emerging Leaders and mums returning to work.

Over that time, I've noticed that women tend to commit the same errors time and time again. Don't let it be you!

I'd love to share the most common mistakes that I see that, if you were to make, could cost you your most fulfilling potential career move!

## **Mistake 1: Women Focus on *Responsibilities*, not *Accomplishments***

Taking your responsibilities very seriously is important but unfortunately, when it comes to your CV, those responsibilities are meaningless by themselves.

What recruiters, and potential employers, **want** to understand is how those day-to-day responsibilities delivered **results**.

Doing your job is not enough.

Recruiters want to know **what happened as a result** of you doing your job.

## Mistake 2: Women Drastically Undersell Themselves

Now is not the time to be meek. Now is not the time to worry about coming across as 'arrogant'.

You have 3 seconds to 'WOW' a recruiter and if your CV isn't the place to shout loudly about the multitude of experience, talent, skill and value that you can bring to the table then I don't know where is!

It's **vital to demonstrate your track record** and to do so in an assertive, matter of fact and direct way.

## Mistake 3: Women Fail To Talk The 'Language of Business'

Just as you need to be open about the results you have generated throughout your career, it is equally important to **communicate in business terms**.

This means referring to the bottom line value you have added throughout your career.

For example, refer to:

- Sales targets you have successfully hit
- Increases in profit to a particular revenue stream

And use statistics wherever possible to make your point: stats sell.

## Mistake 4: Women Ramble

A CV is a sales tool. It is important that it works hard for you and sells your greatest attributes **quickly**.

That means:

- Putting your most valuable information **first** (don't let it disappear into a sea of text).
- Using bullet points.
- And making clear, concise statements about the value you add.

## Mistake 5: Women Only Apply For a Job if They Can Offer *Everything* Being Asked For

Women are, in a nutshell, far too honest.

They tend to review a job description and will discard it if they **don't have every single qualification or piece of experience being asked for**.

Believe in your experience to date. Believe in your skills and strengths. Start focusing on all that you CAN offer, rather than questioning what you're missing.

Once you start to believe in the value you offer, your CV will start to reflect that too.

## Does Your CV Need an Overhaul?

Our "**Complete CV Building System**" Virtual Course is a fully comprehensive and simple step-by-step process to help you craft not just a CV, but a **compelling** CV that **sells you and your value with ease**.

Your CV is a 2D document selling a complex 3D individual, i.e. YOU and if it doesn't work harder for you, then you might as well kiss those interviews goodbye.

So, say 'hello!' to our approach to building dynamite CVs, which is all about **knowing how to market you, your talents, expertise and value-add** so that recruiters and HR professionals alike are clambering to their phones to book you for an interview!

## There Are 2 Steps to this Virtual Course (running once only in 2013):

### STEP 1

Complete the  
Home Study  
Modules

### STEP 2

Join a LIVE Training  
Call to Deepen  
Learning and to  
Ask Questions

**Visit [www.ClearHorizonCoaching.com](http://www.ClearHorizonCoaching.com) NOW to receive your 'Complete CV Building System' Virtual Course homestudy modules and to book yourself onto the LIVE training call on 11 November 2013.**

## About Clear Horizon Coaching



*Rebecca Wells  
Director*

Clear Horizon Coaching provides Career and Executive Coaching services to its private and corporate clients.

### **On our website you will find:**

- Bite sized home study courses
- Virtual courses (a combination of home study and live training calls)
- 'ADVANCE Your Career', our ultimate 3-month virtual course for professional women looking to raise their profiles and step up their careers
- Private executive Coaching programs suited to C-level executives, senior and middle managers.

### **Our areas of focus are on:**

- Career Management and Planning
- Personal Branding
- Assertive Communication
- Self Marketing and Effective Self Promotion
- Resilience
- Career Change; Interviews; and CVs

Having helped hundreds of women to raise their professional profiles and get ahead in their careers, Rebecca truly is the executive personal branding expert you want supporting and challenging you to achieve the professional success you deserve.