



THE RECIPE FOR A SUCCESSFUL RESUME

START WITH THE BASICS

As any masterchef will tell you, a recipe succeeds or fails on the quality of its core ingredients. Putting as much effort as possible into getting the basics right is a crucial investment in ensuring a successful result



It all begins with belief. Positive energy flavours everything it touches. Think in a confident and empowered way, know your value, be proud of your accomplishments, and write accordingly.



Remove any lumps as you go: ensure you write with focus and accuracy. Language and content needs to be crisp, clear free from ANY formatting or spelling errors.



State your qualifications clearly, demonstrating their relevance to the role. This includes both formal and experience based training and skills



Be specific about your technical and subject matter skills - provide clear measurements of outcomes you have achieved. Using data, statistics and concrete examples/quantities



Be clear about the interpersonal skills and intelligence you bring to the role- and give concrete examples of how it has helped you to address challenges and deliver great outcomes.



Never, ever "reheat" a resume from another application. Always make to order: tailor it specifically for each role you apply for. This includes both the job description itself as well as the values and goals of the potential employer.

THEN ADD YOUR SEASONING

Once the foundations are complete, then you can add your own flair and flavour, to make your application stand out, and ensure that it makes a positive impression



Treat your resume like an advertising billboard: this is your opportunity to present the best version of yourself and show your value - don't waste it!! Use it to stand out and to shine a light on your abilities and accomplishments.

Avoid information overload- that just creates indigestion. Instead, treat your resume as a "taster": Ensure that the information is clear, easy to find and "served" in appetising "portions" to create interest- and makes the reader hungry to learn more.



Ensure your resume is packaged and presented in a style that complements the tastes of organisation: its operating style and priorities, as well as its culture, language, market positioning and values.