



Resume and Interview Preparation Ebook

SAMPLE PAGES

**A Comprehensive Preparation Ebook to
Seeking and Winning Employment**



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Contents

Page No.

Introduction

- Welcome to the ebook 4
- Who the ebook is for 5
- Using this ebook 5
- About the author 6
- A note about copyright 7
- Your notes 8

Building your Resume

- Introduction 10
- Properties of advertising 11
- Visual appeal 12
- Content and expression 13
- Suggested content 14
- Examples of profiles 17
- Responsibilities and achievements 19
- Describing your role 21
- Resume Checklist 22
- A word about covering letters and emails 24

Preparing for Interviews

- Introduction 25
- Interviewer strategy 26
- Preparing for interviews 29
- Typical interview questions 32
- Behavioural interviewing 35
- Typical competency based questions 36



Contents

Page No.

On the Day

- Essential last minute things 37
- During the interview 39
- Active listening 41
- Body language 43
- Who's selling who? 45
- After the interview 45

Appendices

- Some general job and training websites 46
- Ideal Person Checklist 47
- How good a Team Leader / Manager are you? Checklist 48
- How good a service provider are you? Checklist 49
- 5 Resume templates 51**

"Flaming enthusiasm, backed up by horse sense and persistence, is the quality that most frequently makes for success."

DALE CARNEGIE

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Building Your Resume



Welcome to the Ebook

Resume and Interview Preparation

A well designed, eye catching Resume will lead the job seeker to the job interview. The recruitment interview, like delivering a presentation, remains one of the most daunting experiences in life.

As with all our job search efforts, we can tackle many of these difficulties and the feelings that we have, through preparation and rehearsal. The Resume and Interview Preparation Ebook has been written by an experienced recruitment interviewer with over 20 years experience in the commercial market. The Ebook will help you through this preparation and rehearsal process, providing lots of tips and tactics to design an effective resume that gets you noticed and help you 'shine through' at interview. In addition, valuable 'insider' information is given as to what the Interviewer is looking for, and what impresses them most.

We hope you find the Ebook useful and an invaluable source of reference. Good luck in your job seeking endeavours!

Building Your Resume

Properties of Advertising

Your resume is your self marketing tool – your chance to self advertise.

The properties of advertising include

- Eye catching
- Factual
- Brief
- Well laid out
- Colourful
- Believable
- Interesting
- Matches the Market
- Sells the Benefits
- Easy to Read
- Relevant
- Original
- Individual

“We create success or failure on the course primarily by our thoughts.”

GARY PLAYER



Building Your Resume

Examples of Profiles

Secretary

Experienced, reliable and flexible **Secretary** with accurate shorthand and word processing skills, particularly enjoying legal work. A good sense of humour.

Administrator

A highly competent and versatile **ADMINISTRATOR** with excellent communication skills. Capable of working on own initiative or as an effective team member. Ability to work under pressure and used to working to tight deadlines. Computer literate with indepth knowledge of many word processing and business computer packages. Always enthusiastic to learn and undertake new challenges.

Retail Manager

A highly motivated **RETAIL MANAGER** with over 15 years experience in target oriented companies. Proven ability in the achievement of sales/profit targets. Able to demonstrate strong leadership skills developed in a fast moving customer focused environment. Effective co-ordinator and administrator.

Enthusiastically seeking to broaden retail management skills and experience.



Building Your Resume

Quantified Responsibilities and Achievements

- Successfully managed autocentres over a period of 10 years, consistently achieving a top 5 position out of 60 Centres.
- Won 3 European holidays for Employee of the Year Awards.
- Successfully co-ordinated 12 training courses for approximately 100 people per month.
- Implemented policy which achieved a reduction in requirement of trained staff to 10% of original complement.
- Managed 11 staff in the daily processing and settlement of foreign exchange transactions to the value of 6.8 million UK pounds. Approximately 900 trades daily.
- Responsibility for £230,000 department al budget.
- Solely handled a switchboard operation of some 700 calls per day.
- Achieved a call quality target of 96.5% which was 7% above department average.
- Consistently operating at 18% above the department call rate target.
- Maintained computerised training records for 750 employees.
- Implemented cost cutting techniques including more effective use of materials, resulting in a 20% saving in costs.
- Produced a procedural manual for the Securities Settlement department. This enabled the streamlining of some tasks and the elimination of others, reducing overtime by 25%.
- Increased sales by 60% over 3 years.
- Achieved just over 85% occupancy on courses (client target was 70%).



On The Day

Interviewer Strategy

It might be useful thinking about recruitment interviews from the shoes of the Interviewer – What are they doing? What is their strategy? What are they looking for?

The Interviewer is there to:

- Gather information
- Evaluate information
- Make the decision as to who is successful



Interviewers will only be able to make decisions based on what you tell them (on the resume and in the job interview). Careful preparation and impactful delivery is key.

Interviewers are looking to get the 'right fit' between what the job **requires** and what the candidates can **offer**. Invariably, interviewers don't get the right fit. They get the **best** fit based on who has applied for the position. Interviewers are often under a lot of pressure to take the 'best' without getting the 'ideal' (e.g. Human Resource departments often do the first interview. They have to provide a timely service of ample candidates to operational management to undertake second interviews.

Operational management need to get the position filled quickly to avoid inefficiencies, poor department performances and keep the staff happy, particularly if they are covering for vacancies waiting to be filled. All of this means that candidates don't have to be 'perfect'. Of course, they do need to 'tick a lot of the boxes' however lots of candidates are offered jobs but still have development areas to work on. Employers are prepared to develop successful candidates once 'in post'. In fact, recruiters actively look for people who have identified their weak areas as it shows a degree of self-awareness – so don't think all weaknesses are bad!

If you are looking for a position in a skill shortage area, then you have a better chance of competing with less numbers of candidates.



Typical Interview Questions

Research and Fitting In

- How did you prepare for this interview?
- What do you know about this organisation?
- Why do you want to work for us?
- What attracted you to apply for this organisation?
- How do you prefer to be managed?
- What sort of team do you thrive in?
- What did you think of our web site?
- What experience do you have of this type of work?
- Why should we employ you?
- What makes you think you will fit in?
- What would you bring to this job?

Training and Development

- What training have you done in the last year, and who initiated it?
- What have you accomplished in the line of self development in the last 2 years?
- How do you keep up to date with changes in technology?
- What skills have you worked on in the last 12 months?

On The Day

Who's Selling Who?

You do have to sell yourself at interview – at the end of the day, it is the employer who has what you want – the job and salary. However, don't forget that interviewing is a **two way street** – the employer should be making every effort to sell themselves too. Employers who keep you waiting, haven't bothered to read your resume before the interview, don't make you feel welcome and comfortable, and who talk far more than you do during the interview, may be the employer you decide NOT to 'buy' from yourself!

After the Interview

- Always go over the interview in your mind and evaluate your own performance:
 - What did I do well on?
 - What could I have improved upon?
 - How did I feel my body language came over?
 - How would they view what I said in response to questions? Was I putting myself forward in the best possible light?

- Always seek feedback if you were unsuccessful and probe for further information. For example:

Interviewer: "You just weren't ready for this step up"

You: "Okay, I appreciate that feed back, however tell me more about how I can help myself to become better prepared with the next opportunity?"

Or

Interviewer: "You were pretty good however there were other candidates who matched up better to what we wanted"

You: "That's fair enough and I understand. What do you suggest I could do to help myself in the future for this sort of role?"

"If one person says that you are a horse, smile at them.
If two people say that you are a horse, give it some thought.
If three people say you are a horse, go out and buy a saddle."

PROVERB



Appendices

Ideal Person Worksheet

Job to be applied for:

Skills/Qualities	Essential	Desirable	How Do You Rate Your Ability? (1-6 where 1=Poor to 6=Excellent)
Influencing skills			
Planning and organising			
Leadership			
Creativity			
Problem solving			
Decision making			
Customer focus			
Commercial acumen			
Analytical skills			
Task achievement			
Adaptability			
Communication skills			
Listening skills			
Motivational skills			
Use of initiative			
Working with ambiguity			
Manual dexterity			
Stress management			
Written skills			
Numerical skills			
Artistic ability			
Patience			
Flexibility			
Team working skills			