

# Resume Writing Part 1

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This is a workshop that really is meant to do one thing. And that is to help you avoid the slush pile and really get to the top of the stack to have your ideal next position. Now we're just about towards the end of the year and starting Q1, or even now, I would recommend, if you do have to gather all of your career portfolio and your background history together, you can start that now. But using the step by step format and layout that I'm going through with you tonight, you should definitely be able to get something together quickly, assuming that you've gathered all of the background information that you have. And I have to say, a lot of professionals that I've coached over the years, what they shared with me is that it's really not, the challenge in resume writing is really not in the actual putting it together, it's gathering all of their years and years of work history and performance. So that's really the hard part. And so, I'm gonna touch on that as well. But my mission in life, at least tonight, is to make sure that we hit the beats, we land the plane. I like to use that expression all the time, land the plane. We're not 30,000 feet up. We're going to land the plane, hit the beats that you need to hit, and work your resume as the sales sheet and marketing tool that it is. I'm also going to be jumping into LinkedIn at the very end, which is really not too much of a stretch going from the resume to the LinkedIn profile, because LinkedIn is your online resume. So I'm going to show you how to easily transition that, and I'm going to be highlighting some gutsy leaders in the village whose resumes I've worked on over the years. I pulled out a couple of more recent ones, and also snippets from their LinkedIn profiles. So you can see how we bridged from the sales sheet, I'm just going to call it that. That's all it is. It's a sales sheet. From your resume sales sheet to the LinkedIn profile and see how we bridge there. So I'm excited. Alright, so let me get my slide. I'm assuming everybody can see my slide here. All right. Before we dive into the technicality of a resume, let's just talk about what you or how you experience any business site, any business website, when when you're looking at something, let's say a service or contract, or whatever it might be, and you're going online and checking out a company. Where's the first place that you click on when you first visit any business site? And if you want to jump in, throughout this, this could be interactive or not. But feel free to jump in when you need. The first place that I know I click is the About page. So the first button that you want to click on when you go to any website is the About button. And what does the About page tell you? Well, the About page is basically the mission of that company, the mission of that business. If we went into Google, we would see Google's mission is to do what? "To organize the world's information and make it universally accessible and useful." Well, the same applies with your resume. The same applies at the very top of your resume, and it's what I call the banner ad, your banner ad. "What are you about? What is your story? What are you selling me?"

04:01

What are the promises you're going to give me? What are the results? This is your mission, and really, this is your why. Rolling back to the Own Your Authority Deep Dive, the very first class we talked about the why and leading with your why. Then we talked about the what which is, which are your goals. And then we talked about the how, which is your action plan. You can't have the action plan and the goals unless you're hitting the beats on the why, and you're really establishing that trust with people, which is

why the Why is so important. So the same applies to your resume. The very, very top of your resume outside of your name and your address is your title. And that's the title that you want to lead with. But underneath that is your mission statement. Now, this could be as short as three sentences. I've also had six to seven sentences. No more than that, I would say, is the length. But you can really have a nice succinct mission statement that tells a little bit about what you are, and rolls up the core competencies, which I'm going to be deep diving into in a second. So this is just a quick example. This is a financial services professional that I work with. And in there, if we just really quickly look, they span healthcare and food services, and then they weave in a couple of the core competencies that their expertise is rooted in; the corporate strategy, the financial planning and analysis, and the investor relations. And then a little bit more on what they're proud of, what they're driven by, leading teams in this case. So that's the banner ad, and that's the same thing that you want to sell. Just like when you go into a website, and you want to lead with, so that they can keep reading. Now, when you think about your banner ad, the first question that you want to think about, or tell the story, if we're really referring to you as a story, as a product, is really getting clear on... I should be able, if I was interested in hiring you or I got a stack of resumes, the first thing I should see when I'm hitting your resume is "Where has he or she been?" "And where do they want to be?" So where have you been? And where do you want to be? Those are the two key questions that you want to lead with inside that mission statement and in your core competencies. So even for now, if you have a pen and paper or a Word document open, just for yourself, make a mental note of when you think about the experience that you have underneath your belt. And that includes... I work with a lot of people that have transitioned from other roles. They might be in a completely different industry, in different fields, different part of the business. Whatever your story is, I really want you to get clear. Clarity is power. We talked about that in the Own Your Authority Deep Dive. Clarity is power. So if you're not clear on where you've been, and where you want to be, then no one else is as well. So it's really important that you get clear on that. And also, as you're answering this question, how your past life has contributed to where you want to be as well. So if you've done a stellar job in a past life, or even in your existing role, the story you want to tell is how you can take those results and those promises and apply them to the future role that you're going to promise somebody else. So that's why this is so key. So when you're doing your mission statement in that top third of the resume, just keep these two questions at the forefront. When people are meeting you for the first time, when they are looking at your resume for the first time, they're trying to figure you out. That's really what they're trying to do. And they need to know what your story is. So that's really the point here. Now, we didn't cover this too much in the Own Your Authority Deep Dive, this is a key component of the full program at Gutsy Leadership Academy. And that is visualization. When you are considering your next position, I really want you to imagine and really place those ideal images in your mind of what that job, what that ultimate position is that you're looking for. I really need you to put yourself in there and get clear. There's a lot of ways and tactics to do that. You can look up ideal job descriptions. You could create your own job description. But I really want you to really get clear on what those images are. And the fastest way to do that, which I highly recommend, especially if you have years and years of career experience that you just don't know how to wrap your head around, it's almost like too much information.

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Then I highly recommend you using the mind mapping tools that we discussed in the Own Your Authority Deep Dive. And what mind mapping is used for is really meant, just a quick recap, it's meant to break out lots of information and complex layers of a project, a program, and even on the resume.

09:32

Okay, good. All right. So mind mapping is going to be really, really key for you in a lot of ways when you're finding that job description. And actually, as a homework exercise. I know you may not be actively looking for a position right now. But just as a no brainer, why don't you go online on your favorite job site, LinkedIn, whatever it is, and just browse and pull out something that resonates with you. Pull out something that you feel really speaks to you. And I want you to take that ideal job description, and I want you to mind map all of the main components of that job description. What you should find are at least three main core competencies that we're looking for. You're probably going to find a bit of leadership in there, a lot of leadership in there. Most job descriptions do lead with that. I want you to pull out any skills, specific experiences, or just mind map the whole thing. And when you're done with that exercise, you can also do the same thing with your experience, with your current experience, and mind mapping that as well. So that now you have more of a lay of the land of what exactly your current experience and skill sets look like, and a mind map of what your ideal job and skills and experience could be in another place. All right, so I really cannot emphasize more the importance of mind mapping. It's also used in teams. I know a lot of people that I've coached over the years use this. It's called the problem solution map, when teams are trying to collaborate and use their critical thinking skills. Mind Mapping is really key. To get you started with mind mapping, if you want to just start with three free mind maps, there's a website that I love, it's called Mind Meister dot com. So that's a free tool, but there's plenty of other ones as well. So I really... there's the execution mode of the resume, but I'm not yet in execution mode. As you can see, I'm asking you to take a step back and really digest and get clear on where you are, and where you want to be. And mind mapping or just drawing that picture out, and visualizing will really help you get that clarity, so that you take the hit the beats and land the plane. Alright, so now here's where the meat and potatoes is, when we're when we're writing a resume, and that's your core competencies. And the only purpose of the core competencies section of your resume is to highlight your skills and your experience across some key areas. Your functional experience, your technical experience, and your leadership experience. Now, let me just break this apart a little bit. The tactical experience is really based on where you are in your career. If you're in IT, obviously technical is to be taken literally. Right now I'm coaching a woman in pharma and Health Sciences, and so all of her technical experience is all related to drugs and all the drugs that she's been involved in. So the technical... Law is another area. Compliance. It really depends on where you are. But you know, typically, when you're talking about your core competencies, they are spanning across these three major categories. What you did in your function, how you led, and any technical experience that you may have and want to highlight. Now, the only exception to this rule is if you don't have all three boxes, and this does come up from time to time. If you don't have three boxes, you will have at least two. Lead with the two boxes, and then sometimes in the middle of the resume, I'll just recommend a single box that says the words "core competencies", meaning you throw everything else into that middle box, where functional and leadership, let's say, are side by side at the end. And then in the middle, you just have core competencies, really core skills and experience that you want to highlight. So as a framework, everything that you want to talk about and showcase in that top third, remember, we're talking about that, that top third of the resume, when I hit the About button

on your website, if you had your own website, I should be able, within seconds, to see the skills and experience that you want to highlight. So how does this look? Well, I'm going to be giving you a template, a Word template that you can just plug. You can change the font, you could do whatever you want, but I want you to hit the ground running and really land the plane. So this is a... I'm going to show you a resume that has this at the very top. And it basically goes right underneath your name, right underneath that mission statement, and there you have it, your three boxes. Now using this example, let's just go across here. What are the three stakes in the ground that they are highlighting? Well, remember from that mission statement from a few slides back, their mission was stated that they had a core expertise in financial planning and analysis. The second stake in the ground was the business development, the corporate development, and strategy. And the third was IR and SEC reporting. So those are the three stakes in the ground. Now we're going in a little bit deeper and we're hitting the beats. You see how you have the bullets underneath each core competency that dig in a little bit further underneath each of those main headers.

15:11

So take a minute now, before I go further, I want you to just think whatever's coming up for you. What would you say your three boxes would be? What do you think your three headlines would be? If this was a book, this would be your table of contents. Your three main sections of your book, and then underneath those three sections, you would have all your bullets. Think of it that way, parts of a book. And I'm going to give you lots of examples of this blown out, but it's really the heart of getting to your sales sheet and what you want to sell. Now, if you are transitioning, let's say you've had, I don't know, 10 years of experience in one particular area of the business, and now you've switched. A lot of times I get that question, "Well, should I just sweep that under the rug? It's not related." Well, everything really is related. Unless you're basket weaving, and it has absolutely nothing to do with where you are, I wouldn't say sweep it under the rug. It really depends on the use case. But I would say, you really want to see how that past experience... Maybe it's not a direct connection to where you are right now. But let's say part of that role was like 90% negotiation. I'm just making this up. Let's say you did a lot of negotiation in that past role, and now you've moved on to something else, where it's a different field, different industry. Maybe your negotiation skills and your partnerships, your business partnerships are actually a key soft skill that they want to leverage for a very client facing role, for instance. So if I were hiring you and I was looking for someone that would work well with clients, great customer service, I don't know, close the sale, negotiation would be a very key soft skill. So, it really depends on where you are. But let's make sure that you have some sort of framework. Especially when you're doing your mind map. You can even do the same structure when you're looking at that ideal job that I just mentioned, when you're pulling out that ideal job, and just saying, "Okay, well, what are they really asking? What are the three main core competencies here in this job description?" And you could probably come up with it. Not all job descriptions are very thorough, but you can probably get a good feel for what those are. All right. So these are your three main areas. And now I'm going to dig in, and we're going to walk through some sample resumes of people that I've worked with throughout the years, to give you some good examples of how this works. So this particular gentleman, his main function was performing quality control inspections. I should say, one of his main functions was performing quality control inspections of construction operations. And we have some examples; steel repairs, concrete, abrasive blasting, environmental compliance, and inspection. So his main role, one of his main responsibilities, was quality control inspections of all these different areas. So, if you just want to read this for the first

time, looking at this, where would you say, this particular experience would roll up into? If you were going to hit the beats, if you were going to create his core competencies? Well, if I was looking at this, I would probably put this under quality control. So you can have a whole box just on quality control, which covers one of the main areas that he described here. All right, so that would be quality control. Now digging in a little deeper with this business leader, the other thing he mentioned is that he did a lot of document, he worked with a lot of different documents. which, by the way, I have no idea what some of these things mean shop drawings, catalog cuts, you know, I'm not familiar with this area of business, but it definitely has to do with, you know, construction type projects. And he said, "A lot of my job is analyzing all of these drawings and making sure the cuts are there and the operations and the activities of the projects. That analysis is a key part of my job." So let's just put that to the side for a second. When I asked him, "Well, what does that really entail? When you think about all of those analyses that you do across all those documents?" We came up with with something that said document delivery and presentation. Well, document delivery and presentations really isn't a core competency. It might be part of something, but I wouldn't highlight that as like a core section of the resume. So we drilled in a little bit further and what we discussed was really the documentation and the presentation delivery that he was responsible for. So it wasn't just analyzing documents. It was also rolling those up and presenting them, and rolling them up and simplifying them for higher management.

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So what we discussed was is that this particular function that he had was actually a function of engineering. And so, going into it a little bit more, what we realize is that that particular skill would probably fall under engineering, design, and delivery. So we had a whole section on just engineering, design, and delivery. And part of that function is looking at shop drawings, developing the drawings, and then rolling them up, summarizing them, and doing presentations for senior management on the delivery and implementation of those projects on the streets. So you can see these examples may not relate to you, but you can definitely relate them back to your own experience. Now, going a little bit further, another function of his role was looking at the contractors and seeing the payments that are going out, making sure the dollars and the quantities accurately reflect whenever the construction report was adding up and tying to the payments. So I imagine that's probably based on a number of hours, maybe some materials, and just really making sure that whatever we're paying out is reflected in the daily, I call this a log, if you will, I would call this an inspector log. And, in addition to that, that they're in line with the contract that we had with the contractor. So you can see this is a very layered type of function. First, checking the payments, then checking the contract, and then checking that, did they actually do the work. So we have a disco. Went a little bit deeper. Another function, and in line with payments and analysis, was also reviewing the invoices against those payments, reviewing the payrolls for accuracy and consistency, and ensuring that the staff rates were in accordance with the city's approval while ensuring that the contracts stayed within the budget. So this is, again, drilling in a little bit deeper on some of the key skills and functions that he had to do. So where would this go under? Well, when you think about any project that you're on, every project needs somebody. Somebody who handles the financial aspect of that work. Whether you're reconciling payments to a work log, looking at invoice. There's always a theme. That's a key responsibility. So where did we put that? We threw that under budget and planning. So, we went a lot further with this particular person's resume. But, I'm pulling out bits and pieces to really show you the thought process. If there's anything I really want you to walk away with tonight, I really want you to see and lean into the thought process that goes into

framing your core competencies. Because when you do that mind map, you're basically pulling out all of the itsy bitsy pieces of your experience and skills over the over the years. And asking yourself, "Well, where am I throwing this? What category? What stake in the ground? How am I landing the plane to share that upper level mission statement?" That banner ad that we talked about at the very top. How are all of those things rolling into the core competencies? And then how are the core competencies rolling into my mission statement? Into my why. All right, so here we go. So this is what we came up with. We took all of his quality control responsibilities and expertise, put them in one section, the engineering, design, and delivery in the middle section, and all of the budgeting and planning functions that he had in the last section. Now, let me just say, this is what you are expert at. This is what you can share on an interview or when you're speaking to someone who's interested in more about your experience. This is what you want to share that you do in your sleep. I want you to, I really want you to think about these three core competency areas as a filtration system. It's a filtration system, meaning everything that you show on your resume, everything you talk about on the interview, including the small talk, the storytelling, the stories. When they ask you, "Well tell me a little bit about this and tell me your background." Everything that you're talking about must flow through this filtration system, including your mission statements. Now, there might be a section of your job, which is completely administrative. Maybe it's 10% of your job. I was talking to someone a few months ago who said to me, "It never used to be this way. But lately I find myself in the courthouse a lot of the time. I didn't always used to be, but because I have good negotiation skills, they're always asking me to go to court, represent the company, and push back on any of the suits that are coming up against the company. And so, his administer... he really counted that as administrative type of things. It's legal, but, in his mind, it's not a key part of his function. It's not something he enjoys doing. It's something he's good at, but it's something he enjoys doing. So would he put this on his three core competencies? Well, in his case, it really depended on whether he wants to sell that. Is that something that he wants to keep doing more of? Or is that something that he happens to be good at, but it's not really something that he cares to showcase on his next position? So if the answer is no, then you don't showcase that. You put it on the resume. I did encourage him to make sure that he put at the forefront he has negotiation somewhere in these three main areas. But you really want to balance what you might be doing today that you do not enjoy, or that you do not want to do anymore of, with what you want to do in your next role. Again, let's go back to that slide. "Where are you now? And where do you want to be?" So the answer to that question must flow through the core competencies, your filtration system. Now, you might recall from the Own Your Authority Deep Dive, one of the soft skills that I really made sure that I emphasized there was being that liaison. It is such a key communication role. It's where you can really, it's where you make yourself memorable. It's where you are the bridger. You are bridging between possibly two or more departments. If you're in construction, or working with lots of buildings, maybe you're bridging between two or more buildings. I work with real estate professionals who, they're constantly jumping back and forth between buildings, or two or more business units, two or more subsidiaries of the company, two or more schools. For those of you who are in education, and you're working in a school district, and you're bouncing around making sure different areas of the district are, their needs are being met. Whatever that might be. There is always a liaison role in your career. And if there isn't enough of that function in your career right now then I highly encourage you to step into that at any turn that you can. Because the liaison role must be highlighted somewhere on the resume. And it's a really key soft skill that you want to highlight. All right, now, let's move on to another... By the way, if anyone wants to jump in, please unmute yourself and ask your questions. I'm going to have lots of time for questions at the end

as well. And if you want to share your screen, we could do that as well. All right, so now I'm going to be going into some examples, digging in more in the core competency area. Now, this was a person that was involved with public engagement. And one of the things she said to me when we first sat down is, "I'm proud to be the first to my unit that was really, really good and successful at outreach, facilitating the outreach efforts. And that's really something that I want to highlight on my resume." And my first question to her was "Great." I said, "Great." And then my first question was, "All right, so what? That's great, but why does it matter?" It's not so much what you do, and that you're proud of that matters. It's why the person that's hiring you is interested in you. You have to sell them. Let's go back to what she said. You have to sell them on why your outreach efforts are meaningful to me. Why does that matter to me? Is it just something you enjoy? What are the results? What is the output of those efforts?

28:45

And why would it matter to me? So what we came up with was a core competency, which was labeled revenue generation and fundraising. So that answered the so what. Outreach generates revenue. Outreach generates fundraising. If you think about any college campus. If you're constantly getting contacted by your alumni association from your university or college, there's a reason for that. They know if they highlight more of their stellar students, people who graduated 10 or more years ago are going to generate more interest in the school, generate more income, and it's just this nice circle of life, if you will, when it comes to outreach. So this is something that she wanted to highlight, and we put it under this header called revenue generation and fundraising. So here's an example of what some of those might look like. Advancing new programs that increase revenue for a specific initiative, which in turn led to even greater outreach and expanded programs, and increased community impact. So this was someone in the nonprofit sector. Another part of this function is metrics, and managing a campaign. That's a whole... if you think about managing a budget for a business area, imagine managing a budget for a fundraising campaign. It's pretty complex. So this was managing a fundraising campaign. Here we have a couple of metrics. And also high-fiving the fact that one event raised over \$425,000. So let's dig in a little bit deeper now into the story that we want to sell. Keeping in mind, that filtration system. And I'm just going to keep repeating that. This is a filtration system. If there's anything I want you to walk away with tonight, I want you to land the plane, and at least have some inkling of what you think your three main core competencies might be. It doesn't have to be the final one. And I'll also say, if you're not yet certain of everything, the best thing to do is put it on paper, walk away, come back to it for two or three days, and when you look at it again, you just gonna know. You're gonna know if it resonates, if it speaks to you, if that's the story you want to sell, if the core competencies are what you're doing now, but not what you want to do in the next role. That's the other challenge to this. Just because what you're highlighting in your three core competencies, it's true, doesn't mean that you necessarily want to sell that in the next role, if you want to do a complete pivot. So let's just keep that filtration system at the top of the agenda here. And also, I want you to keep the filtration system present for you so that you can answer this one question. What would have to happen in one year from now for me to feel fulfilled in my next position? What would have to happen in one year for me to feel fulfilled my next role? Look at what the position entails. Now, journal that out. What does that look like? In the Own Your Authority Deep Dive, I gave you a couple of prompts. And then think about what you really want. And think about your family, and think about all the things that are going on that circle around your career, not necessarily are in your career. One of the things that came up with someone who was on a few calls ago, when he landed his job, one of the things he said was, "I want to drive to work. I

don't want to take public transportation." So moving, relocating, and driving. That was something that he wanted. Not specific to a job position, but it was something that he wanted to incorporate into his life, so that he can spend more time with his family. So really think about that. And then when you're doing your mind map, and you're thinking about where am I now and where do I want to be, you have those questions at mind. Where you're designing the career and life that you love, and that you feel fulfilled, and not the other way around. Alright, so we're going to be jumping into metrics. So the carryover from that example, that nonprofit example, let's go into metrics. So here we are, again, with that revenue generation fundraising section. And as you can see, we have some highlighted metrics. So percentages, dollars, units, whatever it is that drive the metrics home for your business area, you really want to make sure that those are highlighted. And you could do that right up front in the mission statement, you can do it in the core competencies, and you definitely want to do it in the main lower level detail, which is your professional experience.

33:37

Now, another component to writing a really effective resume is making sure that... well, first of all, keywords in the sense of you're being picked up for certain keywords that you know would be scoured by all these ATS systems that are online. So you want to make sure you have those keywords so that you're being picked up by certain... especially on LinkedIn. So you want to make sure you have those. But by keywords that I mean here is really action verbs, action words that builds momentum. So if you communicate effectively, if you're flexible and adaptable, if you're goal oriented. Now, as a follow up to this program, I'm going to be giving you a little cheat sheet on some key words and key action verbs that you can use and just pull from and cherry pick from, so that you can just plug in your resume. I will just say, one of the key action verbs that I hear a lot and read a lot, which really I'm desensitized to it and I don't recommend people using it because it's so overused, but as an example, the word "facilitated". That's often used in a lot of resumes. So I always encourage people, "Let's drop the facilitator. Let's come up with something that has a little bit more 'umph'. A little bit more punch when they see that; when they see your resume." So we have our action verbs, and when we go back to this particular person's resume, we see in that second area highlighted, the managing part of the campaign, the implementation, the fundraising part; all over three action verbs. So you want to really do a couple of passes. It doesn't happen the first time. You want to do a couple of passes, and really make sure you hit those action verbs. Now, remember that question I asked? So what? When she said, "Well, I really want to highlight my outreach efforts, and all of that." And I said, "So what?" Well, part of the so what and answering the so what is to show me the results. Show me the results of why that matters. So again, if we go back to that example, why does it matter? Well, all of those outreach efforts resulted in expanded programs, in increased community impact. It created a single event that alone raised a very, very large amount of money. So that's why when you're talking about your results, you really want to speak to what it is that you want to get on their radar, and that ties right back to your why and your mission statement. Now, before I go further, I'm going to be jumping into other sections of the resume, and moving on from core competencies. But does anyone have or just want to unmute or anything coming up to them, feel free to jump right in if you have any questions at all. All right, now the next section of the resume is the professional experience section. And there's two formats which worked for the professional experience. Now this is where the majority of your resume occupies. This is where all the real estate really goes. So far, what we've been talking about is really just the top third of your resume. Now we're going a little bit deeper into the details, the nitty gritty. When you're actually



highlighting your individual roles. So if you've worked for ABC Company for these years, and XYZ company for that years, this is the professional experience section and where you're listing out your accomplishments. Now, there's a couple of ways to show that. You can even show it as a brief summary highlighted by all of the bulleted list of your accomplishments like this. So you have over here at the top, you have the name of the company, you have your title, the business area that you worked in.

37:25

And over to the right, you have the standard city and month and year. But underneath that, you see how you have a little bit of a paragraph of... Let's see. How many sentences is that? That's probably about four sentences. Now like four sentences, which really highlight and summarize what that role really entailed. So we had the six or seven sentences at the very top. That's the mission statement. And now, we have the same summary, or excuse me, not the same summary, but we have yet another summary underneath the title of your most recent role in this example. So you can have a little summary and then right underneath, you start bulleting out all of the accomplishments that you've done in that role. Okay. So again, whatever you're writing in this little tiny summary has to resonate, it has to reflect somewhere, somehow, those three main stakes in the ground. Those three main core competencies. It can't talk about budget planning and quality control, for example, up above, and then flip to marketing and public outreach, in other words. You can't mix and match like that. It has to all flow, like a nice, one-two-three beat rhythm. It has to have a nice rhythm. A tightly kept together resume that now I'm going a little bit deeper. When you're reading a book. When I first opened this up here, you read your chapter, your banner ad, you look at your TOC, your table of contents, I see your core competencies. And now I want to dive into the details of the book. Now I'm in the depths of this book and reading all the chapters, I'm learning more about you. So that's one way to lay out the professional experience. And then there's another way. There's the project list. So if you don't want to write that summary, sometimes you just have a lot of projects that are related. So in this example, these were some projects that this particular person wanted to highlight, which, again, this was construction related. And so they just highlighted, "well these are pretty significant in my field, in my area." And notice all the metrics that are weaved in here. \$101 million project cost. Combined total of 94 million. Let's see. Three spans consisting of a cast and place pile foundation. This is all just jargon that I'm not familiar with, to be quite honest, but when we were working together on it, it made perfect sense when I went from the high to the low and was able to really land the plane with him. So all of those little details really are obviously baked into your own knowledge and expertise. But you see how you have a couple of options in terms of how you want to lay out your resume. And if you do have a couple, and when I say a couple, even just one or two major projects that you've worked on, feel free to highlight that, lead with that, when you're talking about your professional experience in each and every role. So let me just go back as a recap. So there's the brief summary, followed by the accomplishments, such as this one. Okay, so got the summary in it and the bullets. And then there's the project list, followed by the accomplishments, which is this, and then the bullets underneath. Okay. So whatever works for you. And we also want to go back to metrics. Now, if you remember from the Own Your Authority Deep Dive, we talked a lot about metrics. We talked about soft metrics, and we talked about hard metrics. The actual numbers, the percentages. Same thing applies to here, which is why this all comes full circle. The metrics have got to be baked into your resume. We saw some examples of metrics baked into the mission statement. We saw some metrics baked into the core competencies, the brief summary

underneath the position. Go wild with the metrics, as long as you're... it's relevant, and you're positioning it in a place where it really highlights the results. And putting some timeframes as well. So this is here under six months. Also, time is a metric.

41:35

Now, I'll just quickly, as a reminder, dates do matter. When you're listing your dates of employment on the resume, it always should flow chronologically, from the most recent to the oldest. Now, one interesting scenario came up for me just last month, which has never come up before. So I'm just going to mention it, because if it's happened once it could happen again, and it might even relate to somebody on this call. So this was a person, as I said, in the pharmaceutical industry, and she had a ton of experience working in the same pharmaceutical company for, I think, 15 or 16 years. Within that time period, she actually, within one particular position, she jumped around a lot, where it wasn't that easy to go chronologically. Because there was a position inside a position, if that makes sense, where you're kind of like on contract, but it was just very, it was a very complex timeline to follow. And so what she had initially thought to do was instead of grouping chronologically, she decided to group it by position, so that it was easy to understand. But you really shouldn't do that on a resume. You really want to tell a story. And if you're gonna tell a story, it has to go from start to finish. Or actually in the resume, it goes from most recent to to earliest. So in that particular case, what we ended up doing, excuse me, but we ended up doing was, we showed the month and the year, just as a normal resume. And within that, we just outlined how many months and years she was inside those one off positions, where she was consulting or on contract. So you can have that as well, it doesn't come up often. But you basically have your typical month, year, and then underneath that, if you happen to have a couple of things that you're doing underneath, don't worry about showing the specific timeframes for those sub assignments of the subcontracts. Just show the number of years. I worked for two years. I was in China, or I was working in Belgium doing this, within that 2009 to present time period. As long as it tells a story. It has to be simple. It has to be simple to understand. So if you start getting a little bit too complex with the years, it can be really, really difficult to follow. So just be mindful of that when you're doing your dates. Now, another key section of the resume is the education. I chose this one... I'm sort of mixing and matching, by the way. I'm missing and matching people. This isn't all this one person. Now we're moving on to a different type of person. This is a financial services person. And she had a lot of different schools that she went to, different countries. So regardless of your background, you really want to have the school and the year, the time period, what the degree or certificate was, and just lay that all out. So really simple. But you want to highlight that in an education section. Recognition and awards. Why do we care about that? Well, past achievement predicts future performance. That's pretty much it. So we want to make sure you highlight your recognition and awards. So this was also in a financial services company, S&P Ratings. And I'm not familiar with the ACE myself, but speaking with this individual ACE is a well recognized award in that industry. And so it would be relevant for anyone reading this and understanding it. I'm sorry, there it is defined on the right there, Award Celebrating Excellence. I didn't even see that this afternoon. That's the first time I read that. So recognition and awards is really important. If you in any way, shape or form have been recognized, you want to make sure you get that in there. Sometimes I actually renamed this section to "Recognition, Awards, and Thought Leadership". Or "Public Speaking and Thought Leadership". A lot of people do some speaking on the side, relevant to their industry, but it's not necessarily part of the organization or the workforce. So you might want to have that as well. And any professional development outside of the company. If

you're in the CFA Institute, if you're doing coursework there, here's some examples of things that you've done, any certification. Now, make sure you put that in there. And also, even in the technology. You don't necessarily have to have a technology section if you're not in tech. But, sometimes the role might have lots of things where you're handling new tools and processes and automation. It's not really necessarily centric, but it's relevant enough for you to mention. So if you're doing any, anything in the background, working with databases, spreadsheets and reporting, I always say really go with your gut and ask yourself if it's relevant for you to highlight as a text section.

46:33

Also, another part of the resume which you don't want to miss is the affiliation. Affiliations, this is where you might have a membership in work trade related groups. I know that a lot of the people in the newsletter, for instance... I partner with Women in Public Finance, they're an organization that I've worked with. And, one time I had sent out a note just mentioning that I did some training for them, and I got like I don't know how many responses from the newsletter. There were a whole bunch of people in financial services that said, "Oh wow, I belong to Women in Public Finance as well" or "How can I join Women in Public Finance?" So if there is an affiliation that you have, you want to make sure you put that in there. And a lot of times, in the affiliation section, is also where you can put any speaking that you've done. So you can throw that right in there. If it's under affiliations, and you're a member, and you also happen to do some speaking, why not? "Affiliations and Thought Leadership", and just name that section that. If you are involved with any specific trade industries, trade groups, that you want to make sure that you are showing, that you're a rounded out professional. You're not just going nine-to-five, clocking in and out. You actually value the thought leadership in your industry, in your field. Then you want to mention that as well. It does add to your story. And also, if you are involved in any causes, any nonprofits, doing any work outside of work, and supporting children, for example. That's something that you want to highlight as well. So the affiliation work that you've done. Languages. Doesn't always apply to everybody. But, if you work in a field where language skills are very important, such as translation, interpretation, interacting with the general public. I worked with someone many years ago, who was part of the UN, and was really looking to leverage the fact that that was a key skill, being at the UN. So again, if it applies, and it's relevant, you make it its own section, and you throw that in there.

48:45

Now, in order for you to really achieve anything that you want in life, to really unleash that breakthrough goal, which I had asked you to keep present at the very beginning of the Own Your Authority Deep Dive, you really want to act as if... It's one of the most powerful strategies for success. Act as if the things that you want in your life are happening right now. Act as if you are already where you want to be. You're thinking and you're talking and you're dressing and you're acting and you're feeling like the person who has already achieved that goal. When you think of athletes... And this is how... This isn't even recently. I think it goes back even to the 70s or 80s, where athletes would actually run races in their mind, over and over and over again before the actual day of the race, so that their body and their muscles would become familiar with the amount of resilience and energy that they needed to show up for. And actually increase their chances of winning in their race or in that marathon or whatever it is. So this isn't anything new. However, in the personal and professional development space, it is something that's now, it's just been breaking through in the last couple of years, where people finally understand that visualization and writing things down, writing exponentially... they say the statistic is 42% more

likely to achieve the things that you want when you write things down. It's why I encourage journaling. It also locks into your brain as the goal seeking mechanism that it is. What's known as the 17 Second Rule. And the 17 Second Rule is basically, its premise is that, if you can focus on anything on any single thought for 17 seconds or more, your brain locks in the pictures and the images that it wants to see that you will start recognizing instances of that image. Where suddenly you get an urge to call someone and you happen to be in a meeting, and all of a sudden, someone mentioned something that you had actually journaled out the night before, these aren't coincidences. This is all about energy. It's all based on quantum physics, and how your brain, and how our brains work, and how we are as very highly advanced beings. So writing and visualizing, really do lock in the things that you want, and acting as if where you want to be is really a very important success strategy for anything that you do. And it's something that I really embrace in all of my teachings for leadership training and development. Same thing with affirmations. We covered this a little bit in the Own Your Authority Deep Dive, where I gave you some prompts, but even here, as you're working for your resume. What is the role that you are going to be hired for? How much flexibility? And notice I'm keeping these present as if you already have the position. So okay, you're in your role. What were you hired for, day one? How much flexibility do you have in your position? Where do you work? Who do you work with? How much time does it take for you to get to work? I remember actually, there's a video of this online on the website. I was working with someone who, by the way, took... This is a very, very fun story. She took this exact resume format that I'm going to give you, and she was flown by Apple all across the country to interview with Apple. She worked with with backend databases, and her key core competency was mapping. I don't know if you're familiar with mapping technology, but it's basically the technology that is able to well create maps, but there's a specific term for it, I forget it right now. Anyway, she had the database skills but she also had the mapping skills, and Apple was just, at the time, looking for experts in that field. So, one of the things that we talked about when she was just putting a resume out there was, she said, "You know, I really would like to have a job that's close to home." And so one of the things... She did not get the role with Apple. She did get whisked away. They paid for her flight and everything, but in the end, she didn't get hired for it. But she did end up getting a job that was just five minutes from her home, and I have a great interview and video on that story. Great story. But one of the key things that was important to her, yes, Apple might have been a great credibility and a reputation to rest your career on for years. But at the end of the day, one of the most strongest impulses and vibrations that she kept present in her life was to be close to home to be near children. So that's what she got. She got a job that was just five or 10 minutes away. And all of that through affirmations and visualizations. So this work works. Make sure when you're writing your resume, don't be too technical about it. Really feel the feelings, really feel the emotions, and ask yourself, "What is it that I want? What what would have to happen in order for me to feel free and fulfilled in my career?" Now, another really incredible quality that we as humans have is, what's in our brains makeup, is called the RAS. It stands for "reticular activating system". And basically what this does is it sends powerful commands to your subconscious mind to find creative ways to achieve your goals. That's pretty much what the RAS' function is. And, you just start to notice anything. Once you set your mind or your GPS, I should say, on something that you really want to create in your life, all of a sudden you start noticing things that will help you succeed. It really sends strong messages out that this is a goal. This is an end state and something that you really want. So the more visualization you use, and the more present you are, the more you will achieve clarity on the things that you want. Because thoughts are things. Really, thoughts are things. And beliefs are thoughts that you think over and over and over again until they become truth; until they become your

truth. So don't hold yourself back. You know what I stand for. I stand for Gutsy Leadership. Gutsy Leadership is going for broke. If you're gonna live this life and really live your best life and do the things you love and create joy and serve in this world, don't hold yourself back. Really give yourself permission for the things that you want and what you feel are possible for you. A gutsy breakthrough goal, as a reminder, in my book, is a goal that will stretch but not freeze you. Something that you feel like you can really make the stretch to, but will not freeze you. So let's keep, as you're going through the resume, keep all of the emotions attached to that, that they can really feel, into the role. And I even invite you, when you're looking online, and you're pulling out that ideal job... just one, as a homework exercise. I want you to feel into your body and just see, did you jump? Did you really get excited by reading that role? Or it was kind of like ho hum, didn't really move you, wasn't feeling it. Really lean into your body, and how it's responding when you're seeing things out there.

56:20

Just some really quick logistics on the resume as we close here. Contact information. Really simple. Probably goes without saying, your first name, your last name, your address, and your telephone, email. And really using an email that resonates with who you are, with your actual name. Most recently, I was working with someone who had sent out a bunch of resumes before we started coaching together and I told her, I said, "I think you should create a new email address, because if you want to get..." Basically, we had to resubmit her resume to all of these sites, because we worked on it, and we wanted to kind of scrapped the first set of resumes that she had sent out. So my advice to her was just create a new Gmail or email, whatever that might be; Gmail, whatever service you use. Create a new account, and resubmit your resume as if you're a new person, because when you go through these ATS systems, you're just a number. They're looking at you as an identifying email address. So if you're StevenJonason@gmail.com, and you throw a one at the end of that, you're a whole new person. So don't kick yourself. Sometimes people say, "Oh, I sent my resume out, and I really wish I had worked on this before I sent it out, and pressed Go too soon. Don't worry about it. Just create a new email address, and you're a brand new person. They don't even know it, unless you're speaking to the same people, in the system, you're a brand new person. So the email is important.

Now, for those of you who sometimes, there's always that, that also that use case where you might have a lot of job hopping on your experience. And there is always this scenario, or you have to kind of explain it, you have to kind of roll with it and figure out, "Well, how am I going to sell a background where I've been job hopping?" So there's an answer to that, too. It's called the functional sales sheet. And I'm going to show you a quick demonstration of that. Basically, you just take three skills that, as an example, might be applicable to the job you're applying for, and you just throw some bullets around that that provide evidence of your abilities. So you're leading with the skills. So here's a perfect example of that. Very different from the other resume that I just went through. You're basically leading... it's kind of like the core competencies flipped on its side, if you will, where you have your functional, your technical, and at the bottom there wasn't a lot of leadership, but there was a lot of interpersonal communication that they wanted to highlight. So if that also is something that you need to speak to, no problem. There's a way to do that, and this is a great format that will work.