

deciphər

HOW TO GUIDE

Resume CV Guide |

Your CV is the gatekeeper to opportunity

Choosing the right CV format

There are three common types of resumes that you should consider, based on your end goal.

Functional

A functional resume focuses on skills and experience, rather than the standard approach which is a timeline-oriented employment history (see below). Experience grouping means separating content by knowledge and ability. For example, a functional resume for a senior HR leaders may have the following sections: Leadership/Management Experience, Key Transformation Projects, Human Resources Experience.

This type of resume is often used when a jobseeker is changing career paths, or they have had substantial gaps in their careers as it allows you to highlight your skills and knowledge, or 'present-tense' ability. Another common approach is to list your involvement in projects relevant to the role i.e., project lead on CRM integration.

A functional resume is also the best option for skill-based careers, or for example, executives who started in technical positions but later moved into leadership roles.

Chronological

This is a typical approach to resume writing, where you list your work history in reverse chronological order, with your most recent position listed first. The obvious advantage of a chronological resume is that it presents a very clear picture of your career path. If your career is long, then it's recommended that your resume focusses on the most recent 10 years of experience.

This is the type of resume you'll use if you have a solid work history and are applying for a position in the same field. A chronological resume is the best choice for almost all career professionals; if you're trying to enter the corporate field it's a must.

Combination

A combination resume lists skills and qualifications first, followed by your work history, allowing you to also highlight your successes. This type of resume is usually best for job seekers who are entering the workforce, or for specific careers.

As an example, a business owner/entrepreneur with a well-established career, who is looking to move into a consultant/advisory role could adopt this approach by including a chronological timeline that focussed on her business contributions, while using some functional elements to highlight her broader business/strategic experience across a range of sectors.

Best practice CV guide

JOANNE SMITH

STRATEGIC ADVISOR | INFLUENCER | SENIOR LEADER

HEADLINE: This could be your role title, or, key words that reflect your professional brand.

M. [mobile or phone number] E. [email address] LinkedIn. [URL]
Location. [City, Country]

PROFILE

[A concise overview of your personal story which covers the skills and experiences gained throughout your career (relevant to the position you are applying for) and your future ambition/direction, as well as anything that sets you apart.]

PERSONAL STATEMENT / PROFILE: Keep it concise, relevant and impactful.

CAREER SUMMARY

[Company Name] [Title] [Year- Year]
Air New Zealand Manager Aircraft Operations 2018 – current

CAREER SUMMARY: Include all recent roles or depending on the length of your career, at least the last 15 years.

CORE COMPETENCIES

[Include a list of your strongest skills and abilities, relevant to the opportunity. The first page of your CV is prime real estate so make them count!]

[Example of bullet point list]

- Authentic and strategic motivator and leader with experience leading cross-functional and geographically dispersed teams undergoing transformation.

[Example of targeted 'strengths' list]

LEADERSHIP

Authentic and strategic senior leader with experience leading cross-functional and geographically dispersed teams undergoing transformation.

CORE COMPETENCIES: Don't just list the skill, use descriptive language in full sentences that puts the skill into context.

EMPLOYMENT HISTORY

[Company Name] – [Location, if relevant]
[Position], [Month, Year – Month, Year]
[Company description, i.e., size, number of employees, sector.
Make it relevant to your role. See example below.]

Air New Zealand – Auckland, New Zealand
Manager Aircraft Operations, Mar 2018 – current

Air New Zealand is an NZX listed company, recognised as a leading global passenger and cargo airline with annual operating revenue of \$3.1 billion and 10,000 employees. Looking after the needs of 13 million people every year, Air New Zealand is frequently winning awards in all aspects of its operation.

Key Responsibilities:

In the role of Manager Aircraft Operations, I had overall accountability for a national operations team of 500 and an annual budget of \$50M.

- [Bullet points of your key responsibilities.]

KEY RESPONSIBILITIES: Do not regurgitate your position description, list what you actually did.

Achievements:

- [List key achievements which specifically demonstrate your value.]

ACHIEVEMENTS: Use value statements, indicating how your success created a tangible impact.

Best practice CV guide

EMPLOYMENT HISTORY *conti.*

[Repeat above, providing the most detail for recent roles, particularly if relevant to the opportunity. If you have had a long career, it is acceptable to briefly list very early roles, as per below.]

Company Name | Position, Year – Year
Company Name | Position, Year – Year
Company Name | Position, Year – Year

PROFESSIONAL QUALIFICATIONS AND EDUCATION

Institution/Provider – Qualification, Year

TIP: If you have completed a lot of professional development, you can separate these into two sections, although make sure what you include is relevant to the opportunity.

PROFESSIONAL MEMBERSHIPS

[Dependant on opportunity and your industry or career path.]

INDUSTRY INVOLVEMENT

[Could be on a voluntary basis or paid positions for example governance roles on industry boards or contributing to industry groups.]

ACHIEVEMENTS/HIGHLIGHTS

[Highlight any prestigious business awards or work achievements worthy of attention.]

CUSTOM SECTIONS:
Only include if it is relevant to your background.

PUBLICATIONS

[Have you published articles or contributed to research work of relevance?]

KEYNOTES & PRESENTATIONS

[If you are active in your industry and considered a thought leader, include a list of significant presentations or conferences you have contributed to.]

PERSONAL INTERESTS

[Only include if they add value to your personal brand. They need to be genuine and not targeted at the hiring manager or employer.]

INTERESTS: Don't underestimate the value of including interests, they establish a connection with the reader.

REFERRES

Available on request.

REFEREES: Tailor to the opportunity.

JOANNE SMITH M. 000 000 000

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CONTACT DETAILS:
Include on every page.

Checklist

Resume do's

- When crafting your CV, don't just ask yourself who you are - ask yourself who you'll become. Incorporate your personal brand into the content. Package together all of your skills and talents, with a consistent message.
- Keep it succinct; aim for no more than 5 pages.
- Should I include a photo on my CV? The easy answer to this common question is, do you believe a photo is relevant? In general, our recommendation is not to include a photo.
- Don't get too caught up in the format of your CV, a professional Microsoft CV template will suffice. Remember that it is the content that is important, unless of course you work in a creative industry where it is expected that your CV will demonstrate some 'flair' (another option is creating an online portfolio of your work). There are also plenty of online CV generators and tools that can help.
- Highlight any noticeable career breaks – caregiving, career transition, study, health and wellbeing. There is no longer a stigma attached to career breaks, in fact, savvy employers recognise how this time away from the workplace builds complementary skills and experiences that contribute to your overall career journey.
- Always hold back on including details for referees, unless specifically requested as part of the application requirements. References occur much further down in the recruitment process. It's also likely that the employer will request referees specific to the opportunity so you will have to tailor your response.

Things to keep in mind

- Don't forget your online profiles – LinkedIn, SEEK etc. Always check to make sure there is consistently across your online and paper profile. A consistent message is key!
- Where possible, try to avoid buzzwords or abbreviations, remembering that the hiring manager may not be familiar with the lingo. Instead, focus on language and phrases that clearly articulate your value. If you are not confident with your written communication, there are a number of online tools that may help.
- A top tip is creating a generic CV as your master version and then customising for each opportunity. It's highly likely that the potential employer will be using some sort of automated ATS (Applicant Tracking System) that will scan your CV for keywords relevant to the role. This may be done before a 'person' actually reads your CV so it's important that you include the right words relevant to the role.

Need help?

Decipher Group offers a customised advisory service to assist in giving you the edge when it comes to executive opportunities. We are subject matter experts with a wealth of senior leader and governance recruitment experience. We know what recruiters are looking for.

Reach out to us today. We'd love to chat.



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