



Creating a compelling virtual and real Executive Resume

Many executives ask me if their bio or resume is good. My usual reply is *'I have no idea'*, because unless I am already working with them and I know their goals and aspirations it is impossible to know if a resume or bio will catapult them ahead of their peers. Exceptional executives who have rapidly progressed inside an organization may not have created a resume since college and the world of executive recruiting has drastically shifted since then.

Before you start fiddling with LinkedIn or dusting off your resume, it is time to reflect. Use the Leadership Voice Pyramid to describe your unique value, three distinct leadership traits, five of your proudest professional achievements and ten soundbites that describe how you lead. You can now use this to update your resume and virtual presence.

Now you are ready to start!

Your Leadership Voice



After spending twenty years working Fortune 50 companies hiring and coaching executives I have seen the good the bad and the ugly of resumes and online profiles.

Eight ways to perfect your real and virtual resume:

1. Provide an executive summary

For your resume will tailor this for each opportunity. Include your one sentence that describes your unique value along with your three leadership traits. Include your goals and aspirations for your next opportunity.

2. Articulate your achievements not your job description

No one is interested in the intricate responsibilities of your role. How you increased profit, built a business, developed a new service or turned around a division; that will have the greatest impact.

3. Provide a sliding scale of detail

Do a visual check, how much real estate is taken up with your first three jobs? It is now time to cull and

cut back the detail of your early career. Provide a summary but not the precise detail of your responsibilities as an intern!

4. Don't list your experience in ten year chunks

Assuming you didn't really stay in the same job for ten years, be specific about the different roles you had during your corporate career and the achievements you gained. LinkedIn lets you add specific articles and videos to your different previous roles.

5. Include relevant voluntary and non-profit experiences

Demonstrating a variety of experiences and Board exposure will differentiate you, so include relevant voluntary positions.

6. Listen to why headhunters call you

"Why do you think I am a good match?" That is one of the most powerful questions you can ask when a headhunter calls. Listen and learn what they tell you and you can build those attributes into your resume and online profile. Others often see greater capability in our experience and expertise than we do. But you have to ask.

7. Include your unique experiences

Have you lead an international business? Were you responsible for a technical breakthrough? Don't be shy about sharing your proudest experiences.

8. Don't spend a 30hours perfecting it

Don't get caught up pontificating on the merits of a one-page resume vs. two. It really doesn't matter as long as you get your message across and you don't make errors, (though a six page resume is probably too much). Write the resume, update your LinkedIn profile and get on with improving your network so you can find the perfect job.

Social Media Tactics

- Google yourself and learn from the results
- Set up a google alert with your name and you will receive emails when new content is published about you
- Use newsle.com to gather all the online articles and news about you
- Turn off your activity broadcasts while you update your LinkedIn profile (settings, turn off activity broadcast)
- Upgrade to a LinkedIn premium account if you want to be anonymous and not leave a trail when you visit other profiles
- Select several articles that best describe your Leadership Voice and post them on your LinkedIn profile
- Look at your twitter feed through the eyes of your new employer – is it appropriate and representing you well?

If you want to hear more, you can access a replay of my recent webinar 'Defining and Finding your Perfect Job' on my website. <http://valwrightconsulting.com/career-transitions/>

For faster results, call me today and we can build a plan together to define, find and land your perfect job.

Val Wright