

# 15 steps to building a winning CV

Your CV is the first thing they see of you – make it work

Prepared by  
**Liam Horan**

**Sli Nua Careers**

We consider ourselves the best at:

- **CV Preparation**
- **Interview Training**
- **Mock Interviews**
- **Psychometric Testing**

We do face-to-face and telephone consultancy for CV & Interview  
Preparation



[www.SliNuaCareers.com](http://www.SliNuaCareers.com)

Tel: 094 95 42965

# To get these slides...



- Email [GetThatJob@SliNuaCareers.com](mailto:GetThatJob@SliNuaCareers.com)
- Put 'Slideshow' in the Subject Line
- Will also send you our free eBook *Get That Job!*
- If you feel you need help with your CV, contact Liam Horan of Sli Nua Careers today

[www.SliNuaCareers.com](http://www.SliNuaCareers.com)

Tel: 094 95 42965

# #1 Understand that it's a sales document



- You're the product
- Sell yourself – no-one else will
- Not the time to be bashful or shy

[www.SliNuaCareers.com](http://www.SliNuaCareers.com)

Tel: 094 95 42965

## #2 Understand that it's not just a dry, academic list of 'stuff'



- You are entitled to shape your CV the way you wish
- Once you cover off any potential blanks, you can highlight what you wish to highlight
- Ask yourself the question – does this help to sell me?
- If yes, include, and highlight
- If no, should it go in? Why?

# #3 Step into the employer's shoes



- They need someone to fill a role
- Can it be you?
- How?
- By thinking about what they're looking for
- And why
- And then showing how you fill that role
- Start from the employer's needs – and work back

# #4 Make decisions



- It's a CV, not a novel – so decide what helps to sell you
- To make some items stand out, others must appear small or not at all
- Be decisive

# #5 Aim for early impact



- To sell, bring the strong stuff to the front & top
- Hook their interest – invite further enquiry
- They may not look beyond the first few lines
- Are you stoking their curiosity?
- Or turning them off?

[www.SliNuaCareers.com](http://www.SliNuaCareers.com)

Tel: 094 95 42965

# #6 First details



- Your name
- Your contact details
- Make it easy for them to get to you
- Keep this information tight – apart from your name, it's not a sales feature
- Coca-Cola don't put contact details as the main sales features

[www.SliNuaCareers.com](http://www.SliNuaCareers.com)

Tel: 094 95 42965

# #7 Next up – Personal Profile

- Something about you, who you are, what you represent, what value you will bring
- Apply it to the job you're actually applying for
- These details will change each time
- Step into the shoes of the employer
- **Possible:** “Conscientious Yard Manager with a proven record of thorough, reliable work. Seeking a challenging position with a progressive company, where I can bring to bear my attributes of attention to detail and enthusiasm to fine-tune any operation in which I am involved.”



# #8 Key Achievements, Skills & Attributes



- 5-6 bullet points, max
- Selecting key elements from your life – work, sport, education etc
- To give a flavour of the kind of person you are
- Decide to include items that complement the job you're going for
- E.g. a teacher might highlight record of sports coaching or leading the local choir
- These items can appear later on too

# #9 What next?



- Education & Qualifications
- Or Work Experience
- Depends on where you're coming from, and where you're trying to go to

# #10 Work Experience



- Closes all the gaps
- But does more than that
- Sells you
- Highlight the relevant experience
- Highlight = more detail, bring to top of the CV
- If you break chronology, to highlight relevant ones, can close the gaps with a headline at bottom saying: Other Work Experience

# #11 Education & Qualifications



- Same rules apply
- Close the gaps, but...
- Highlight what is relevant, what will engage the employer
- Changes from application to application
- Highlight relevant Final Year Projects, Theses, etc

# #12 Hobbies & Community/Voluntary Interests



- Not exhaustive
- Give a flavour of who you, your sense of contribution
- Relevant ones are crucial (remember the teachers who leads the local choir or coaches the local Camogie team)
- Think 'selling' not 'listing'

# #13 Referees



- This can vary from job to job – in some cases ‘Referees available on request is appropriate’
- In other cases, it is good to include – makes it easier for employers to contact them:
- In these cases, give full names, titles, and contact details
- Tell Referees they may get a call

# #14 What if...



• I haven't worked outside the home for ten years?

- Apply what you've learned there to benefit of employer
- Show enthusiasm for training/return to work place

# #15 What if...



- I have worked in one sector for years, and that sector is now dead in the water?
  - Show your enthusiasm for the sector you are now targeting
  - Your work record – highlighting where you've learned new skills in the past
  - Highlight the skills that will transfer
  - You will be surprised how many skills do transfer
  - Talk to people in new sector

# Random descriptions of a good CV

Logical **Engaging**

Sells you

**Regularly amended**

*White spaces*

**FREE FROM MIS-SPELLINGS**

*Tight*

To the point

**Invites further discussion**

Accurate

*Neat*

# We consider ourselves the best at...

- **CV Preparation**
- **Interview Training**
- **Mock Interviews**
- **Psychometric Testing**

**We do face-to-face and telephone consultancy  
for CV & Interview Preparation**

If you feel you need help with your CV, contact Liam  
Horan of Sli Nua Careers today

[www.SliNuaCareers.com](http://www.SliNuaCareers.com)

Tel: 094 95 42965