

Getting Started

Take Three Sticky Notes

Answer each question on it's own sticky note and place it on the appropriately labeled sheet.

1. What is your favorite resume tip?
2. What is a question you have about resumes?
3. What is one fear or reservation that you have about your resume?

Rethinking Resumes

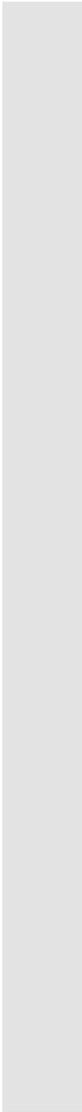
starting with why

OBJECTIVES

- Rethink the purpose of a resume
- Identify a personal "why statement"
- Receive constructive feedback about your resume
- Identify ways to broaden resume "best practices" to the rest of your brand.

ICEBREAKER

What do my peers know, fear and wonder?



FIND YOUR WHY

THREE PARTS OF A GOOD RESUME

1. Why are you motivated?
2. How are you unique?
3. What have you done?

FIND YOUR WHY

Do you know your Why? The purpose, cause, or belief that inspires you to do what you do?

FIND YOUR WHY

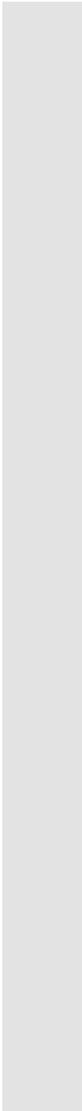
In a group of three, tell the brief story of the activities, jobs, and events you participated in that you enjoyed.

As a listener, take notes and find a common thread – this is the foundation for your “why”.

FIND YOUR WHY

This why statement is the touchpoint for your entire resume.

Starting with your objective/mission statement.



WHAT IS A RESUME?

AND WHAT IS A RESUME NOT?

A RESUME IS
NOT...

A job application chronologically
documenting your past.

A RESUME IS

One piece of a well branded toolbox that makes the argument that you are a unique solution to a problem.

A GOOD RESUME IS

CLEAR

without reading your entire resume, someone should be able to understand your motivations

CONSISTENT

in formatting, language, and style

LURING

a resume is not a deal closer it is a conversation starter

OUTSTANDING

every piece of your resume (from header to footer) should make you stand out

ACCURATELY YOU

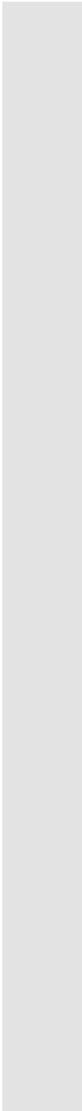
do not lie & accurately and authentically communicate your past, present and future intentions

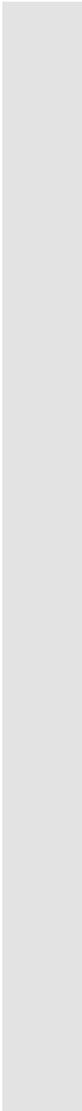


RESUME WORKSHOP

EXAMPLE – Emma

Partner Feedback and Group Feedback



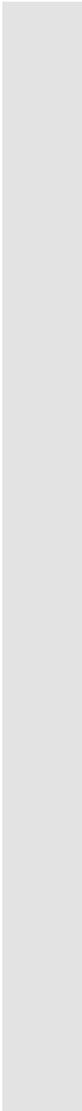


EXPAND YOUR BRAND

A FIVE PART GROUP BRAINSTORM

REFLECTION

Select one photo card that best represents your current thoughts about your resume.



THANKS!