

ASSOCIATE MEMBERS FORUM

Developing a resume - Generic vs. Targeted resumes

12th FEBRUARY 2015 AT KCA UNIVERSITY,
NAIROBI

Back ground Information



- The Institute of Certified Public Accountants of Kenya (ICPAK) is a premier professional body constituted under the Accountants Act, 2008 for developing and regulating accountancy profession in Kenya.
- The Institute plays a pivotal role in creating a conducive environment and educating its members and the business community on financial reforms, constitution implementation and other trade and business policies

Introduction



- ✓ **What is a C.V.?**
- ✓ **When should a CV be used?**
- ✓ **What information should a CV include?**
- ✓ **What makes a good CV?**
- ✓ **How long should a CV be?**
- ✓ **Tips on presentation - fonts**
- ✓ **Different Types of CV**
- ✓ **Targeting your CV**
- ✓ **Academic CVs**

Generic Resume



Probably the first CV was written by Leonardo Da Vinci 500 years ago. Since then things have moved slightly on, and now it's essential to have a well presented professional CV, but still many graduates get this wrong



Cont...



Curriculum Vitae: an outline of a person's educational and professional history, usually prepared for job applications (*L, lit.: the course of one's life*). **Another name for a CV is a *résumé*.**

When should a CV be used?



- When an employer asks for applications to be received in this format.
- When an employer simply states "apply to ..." without specifying the format.
- When making **speculative applications** (when writing to an employer who has not advertised a vacancy but who you hope may have one).

What info to be included



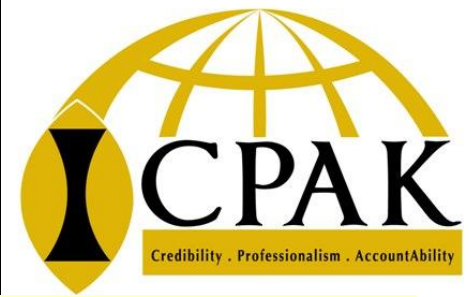
45%	Previous related work experience
35%	Qualifications & skills
25%	Easy to read
16%	Accomplishments
14%	Spelling & grammar
9%	Education (these were not just graduate recruiters or this score would be much higher!)
9%	Intangibles: individuality/desire to succeed
3%	Clear objective
2%	Keywords added
1%	Contact information
1%	Personal experiences
1%	Computer skills

Personal details



Normally these would be your **name**,
address, **date of birth**
(although with age discrimination
laws now in force this isn't essential),
telephone number and **email**.

Cont...



Some employers may spend as little as 45 seconds skimming a résumé before branding it “not of interest”, “maybe” or “of interest.

[BI Business School](#)

Succinct, eloquent, well-structured.

Towers Hamlyn

Education Background



- Your degree subject and university, plus A levels, KCSE or equivalents.
- Mention grades unless poor

Work Experience



Use **action words** such as developed, planned and organised.

Even **work in a shop, bar or restaurant** will involve working in a team, providing a quality service to customers, and dealing tactfully with complaints.

Don't mention the routine, non-people tasks (cleaning the tables) unless you are applying for a casual summer job in a restaurant or similar.

Con't



Try to relate the skills to the job. A finance job will involve numeracy, analytical and problem solving skills so focus on these whereas for a marketing role you would place a bit more more emphasis on persuading and negotiating skills.

Con't



- *All of my work experiences have involved working within a team-based culture. This involved planning, organisation, coordination and commitment e.g., in retail, this ensured daily sales targets were met, a fair distribution of tasks and effective communication amongst all staff members.*

Interests and achievements



Keep this section **short and to the point**. As you grow older, your employment record will take precedence and interests will typically diminish greatly in length and importance.

Bullets can be used to separate interests into different types: sporting, creative etc.

Don't put many passive, solitary hobbies (reading, watching TV, stamp collecting) or you may be perceived as lacking people skills.

References



Many employers don't check references at the application stage so unless the vacancy specifically requests referees it's fine to omit this section completely if you are running short of space or to say "References are available on request."

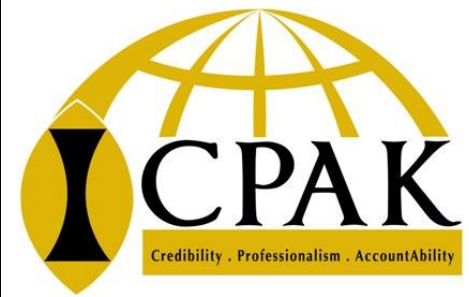
Normally two referees are sufficient: one academic (perhaps your tutor or a project supervisor) and one from an employer

CV Common mistakes



- Spelling and grammar 56% of employers found this.
- Not tailored to the job 21%
- Length not right & poor work history 16%
- Poor format and no use of bullets 11%
- No accomplishments 9%
- Contact & email problems 8%
- Objective/profile was too vague 5%
- Lying 2%
- Having a photo 1%

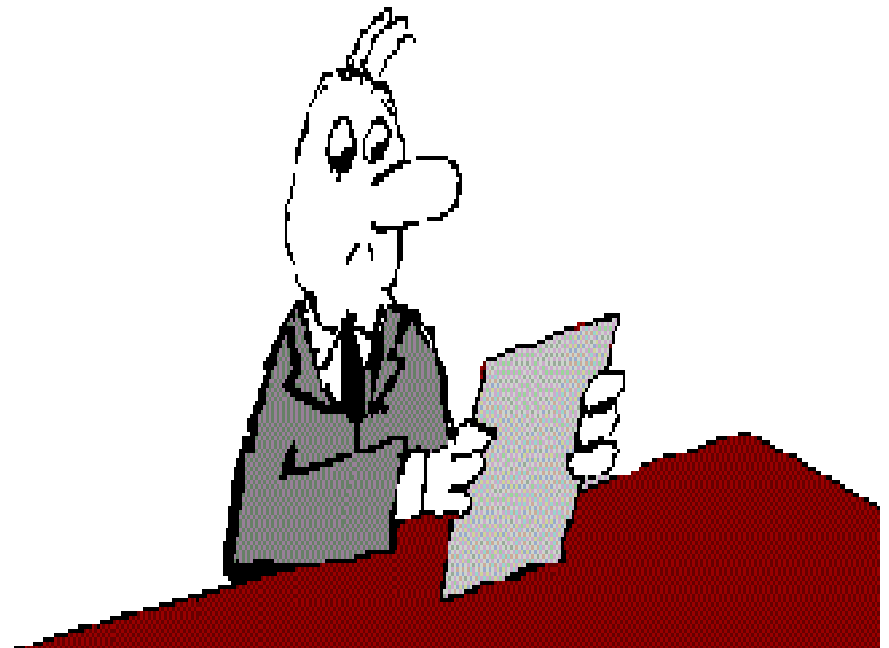
Con't...



There is no single "correct" way to write and present a CV but the following general rules apply:

But avoid this.

Deer Sur, I wud reely lyke a job wid yur
~~organys~~ ~~orginyz~~ firm



What makes a good CV?



There is no single "correct" way to write and present a CV but the following general rules apply:

Con't...



- It is **targeted on the specific job** or career area for which you are applying and brings out the relevant skills you have to offer
- It is carefully and **clearly laid out**: logically ordered, easy to read and not cramped
- It is **informative but concise**.
- It is **accurate in content, spelling and grammar**. If you mention attention to detail as a skill, make sure your spelling and grammar is perfect!

Parting Short



- Accept the challenges so that you may feel the exhilaration of victory - *Anon*
- Don't count every hour in the day, make every hour in the day count – *Anon*
- “My interest is in the future because I am going to spent the rest of my life there” – *Charles F. Kettering*

Parting Short



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Parting Short



- When you have the environment degraded, it is always so that we are going to fight over the few resources that are left – *Wangare Maathai*
- One way to get the most out of life is to look at it as an adventure” – *William Feather*
- If I had some idea of a finish line, don't you think I would have crossed it years ago! – *Richard M. DeVos*

Question & Answers



Thank You!



Email: nebart.avutswa@icpak.com,
Tel, 0721518822