



Plan before you write

In this short video we'll show you why it's important to plan your CV before you write it.

Research shows employers will spend less than 30 seconds reading your CV – and often less. So keep it brief, no more than 2 pages.

The purpose of your CV is about getting you an interview. It's NOT about getting you the job. So there is no need to include lots of detail.

The CV needs to flow in order of importance.

All the MOST important information in the top half of the first page and all the LEAST important information on the bottom half of the second page.

You should target your CV for every application.

Read person specifications for jobs in your field and make sure your CV demonstrates these skills.

With everything that you write ask yourself this question:

'Is this information going to make a difference in calling me to interview?'

If the answer is No, you can probably leave it out.

Your CV needs to focus on achievements.

Think of it as a sales tool, your personal sales brochure.

Don't just describe the duties and responsibilities of your work.

You need to demonstrate the difference you have made in your jobs and we describe more about this in the video on writing your 'career history'.

It's a myth that there are different types of CVs for different types of careers.

You must structure your CV in a way that suits your individual needs and don't simply follow the crowd.



So in summary:

Remember you have less than 30 seconds to GRAB the reader's attention.

The CV needs to flow in order of importance.

You must target your CV for each and every application.

And finally, you must focus on your achievements.