

The Hiring Team

Your Network

- concerned about risk to their reputation

Applicant Tracking System

- pass the screening question quiz

In-House Recruiters

- seeking the right experience in 6-second review

External Recruiters / Headhunters

- the right experience
- unique value
- low risk
- good reputation

Influencers

- references who can validate your work experience
- employees of the company, clients, customers, business partners, whose success in their role may hinge on yours if hired
- board of directors, who oversee the leadership of the organization
- connections on LinkedIn, friends of friends, family members who may be able to be or obtain a character reference for you or may have an opinion based upon what they see on your resume

Hiring Manager

- need to be comfortable that you can do the job and do it well
- require positive gut feel that you'll be a joy to work with each day

The Business Need

Job Title + Expectations Of The Role

For the role you're pursuing, what is a common theme of what matters most to the hiring team? Look at the job description and industry news. Talk to friends in similar roles. Assess the objectives based upon your own personal experience. Narrow your list to the top 5 things that matter most.

Top Priority

2.

3.

4.

5.

Your Experience

Your Successes

Start with the work you're most proud of and weave it into the experience that meets the business need if you can. Add any other relevant experience to the list that you think the hiring team will value and which may set you apart. If you have gaps in experience, think about how you can quickly get up to speed on what they're looking for and include your options here.

Top Priority

2.

3.

4.

5.

Your Why

Why Do You Want To Do The Type Of Work You're Hoping To Do At The Type Of Company You Want To Work For

For resumes that you hand out when networking, you'll want to have a version of your resume positioned for a specific job title, focused on a type of company like large public company. For resumes used when you apply to a specific opportunity, you'll want to make "Your Why" very specific to the job title you're applying for at the company you're applying to.