

# Business Communication Today

Fourteenth Edition



## Chapter 18

### Building Careers and Writing Résumés

# Learning Objectives

- 18.1** List eight key steps to finding the ideal opportunity in today's job market.
- 18.2** Explain the process of planning your résumé, including how to choose the best résumé organization.
- 18.3** Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.
- 18.4** Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

# Finding the Ideal Opportunity in Today's Job Market

- **LO 18.1** List eight key steps to finding the ideal opportunity in today's job market.

# Developing a Personal Strategy

- Get Organized--Your job search could last many months and involve multiple contacts with dozens of companies. You need to keep all the details straight to ensure that you don't miss opportunities or make mistakes such as losing someone's email address or forgetting an appointment.
- Start Now and Stick to It--Even if you are a year or more away from graduation, now is not too early to get started with some of the essential research and planning tasks.
- Look for Stepping-Stone Opportunities--every job as an opportunity to learn workplace skills, observe effective and ineffective business practices, and fine-tune your sense of how you'd like to spend your career.

# Writing the Story of You

- Your Passions—what keeps you awake at night?
- Your Skills—KSAs (knowledge, skills, abilities)
- What You Bring to the Organization—**it's all about them**
- Your Past Experiences—never throw anything away
- Your Goals—2 years? 5 years? *10 years?*
- Your Leadership and Professional Talents → *everyone has leadership in one way or another.*
- Writing your story is a valuable planning exercise that helps you think about where you want to go and how to present yourself to target employers.

# Learning to Think Like an Employer

- **Quality of Hire**

- Your Ability to Perform
- Your Overall Reliability
- Your Motivation Level
- Recognize that companies take risks with every hiring decision—the risk that the person hired won't meet expectations and the risk that a better candidate has slipped through their fingers.
- Many companies judge the success of their recruiting efforts by *quality of hire*, a measure of how closely new employees meet the company's needs.
- Given this perspective, what steps can you take to present yourself as the low-risk, high-reward choice?

# Researching Industries and Companies of Interest

- Visit Company Websites
- Talk to Customers
- Start with the Riley Guide--offers advice for online job searches as well as links to hundreds of specialized websites that post openings in specific industries and professions.
- Use Specialized Industry Websites--<https://alltop.com/>
- Peruse Periodicals and Newspapers
- Visit Blogs, Podcasts, and Community Posts
- Use Job-Search Apps

# Translating Your Potential Into a Specific Solution

- **Customize Your Résumé for Each Position**
- **Relate Your Experience and Skills to the Specific Needs of the Position**
  - from your initial contact all the way through the interviewing process you will have opportunities to impress recruiters by explaining how your general potential translates to the specific needs of the position
  - **Don't try to cram everything in your résumé**



# Taking the Initiative to Find Opportunities

- Identify and Target Companies of Interest
  - Contact Human Resources → Never by phone (maybe for startups)
- Contact Company Representatives
  - Use Social Media (LinkedIn)
- Describe What You Can Offer
  - Ask to Be Considered  
↳ Ask for opportunities > Part of network


# Building Your Network (1 of 2)

- Reach Out to Your Classmates via LinkedIn—find them!
- Target Professions, Industries, and Companies
- Use Online Sources and Social Media
  - Start building your network now, before you need it.

# Building Your Network (2 of 2)

- Join Student Business Organizations—YES—go to the School of Business and join their organizations!
- Attend Industry Trade Shows—these can be expensive—look for the student discount (sometimes they are FREE!)
- Participate in Volunteering Opportunities—be careful—make sure it's something you really want to do or can benefit from professionally

# Practicing Network Etiquette

- Learn About the People You Connect With
- Don't Overwhelm Network Contacts
  - Pay close attention to networking etiquette
- Communicate Clearly and Succinctly
- Respect Contacts' Personal Information
- Don't Email Your Résumé to Strangers 
- Say "Thank You" When Someone Helps You
  - The more you network, the more valuable you become in your network—and the more valuable your network becomes to you.

# Seeking Career Counseling

- Individual Counseling
  - Career Planning—plan before you need the position
  - Job-Search Workshops—attend ones outside of your discipline
- Career Fairs—always great, always difficult
- On-Campus Interviews—usually after the Career Fair—also part of onsite workshops
- Job Listings—look at Handshake, mostly LinkedIn
- Online Resources—search job boards

# Avoiding Mistakes

- Overlooking Résumé Errors
- Misspelling the Manager's Name
- Arriving Late for an Interview
- Tweeting Something Unprofessional
- Completing Forms Incorrectly
- Not Doing Your Own Research
  - Busy recruiters will seize on these errors as a way to narrow the list of candidates they need to spend time on, so don't give them a reason to reject your résumé.

# Planning Your Résumé

- **LO 18.2** Explain the process of planning your résumé, including how to choose the best résumé organization.

# Analyzing Your Purpose and Audience

- Understand the True Function of a Résumé
  - Brief, Persuasive Message
  - Stimulate Interest; Get an Interview
- Learn About Your Audience
  - Professions, Industries, Companies
  - Those Who May Be Reading Your Résumé

*(not a job, an interview)*

*(Ask for their names)*



# Organize Your Résumé Around Your Strengths

- **Typical Résumé Formats**

- Chronological

- Functional

- Combination 

- The right choice depends on your background and your goals.

# Characteristics of Résumé Formats

<b>Chronological</b>	<b>Functional</b>	<b>Combination</b>
Emphasize Employment History	Emphasize Skills and Accomplishments	Blend Chronological and Functional
Specific Information on Employers	Show What You Can Do	Highlight Capabilities
Job Titles and Dates of Employment	Emphasize Job Experience	Highlight Education
Significant Accomplishments	Downplay Gaps in Employment	Minimize Concerns

# Addressing Areas of Concern (1 of 2)

- Frequent Job Changes--if you've had a number of short-term jobs of a similar type, such as independent contracting and temporary assignments, you can group them under a single heading
- Gaps in Work History--mention relevant experience and education you gained during employment gaps, such as volunteer or community work.
- Inexperience--list relevant course work and projects.
- Overqualification--tone down your résumé, focusing exclusively on the experience and skills that relate to the position (you won't have this problem)

# Addressing Areas of Concern (2 of 2)

- Long-Term Employment with One Company--itemize each position held at the firm to show growth within the organization and increasing responsibilities along the way.
- Job Termination for Cause--be honest with interviewers and address their concerns with proof, such as recommendations and examples of completed projects.
- Criminal Record--laws regarding what employers may ask (and whether they can conduct a criminal background check) vary by state and profession, but if you are asked and the question applies to you, you are legally bound to answer truthfully.

# Writing Your Résumé

- **LO 18.3** Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

# Keeping Your Résumé Honest

- Education
- Employment History
- References
- Criminal Records
- Nearly all employers do some form of background checking, from contacting references and verifying employment to checking criminal records and sending résumés through verification services.
- Employers are also beginning to craft certain interview questions specifically to uncover dishonest résumé entries.
- Résumé fraud has reached epidemic proportions, but employers are fighting back with more rigorous screening techniques.

# Adapting Your Résumé to Your Audience

- **Show How Your Capabilities Meet Business Concerns**
  - Address business concerns by showing how your capabilities meet the demands and expectations of the position and the organization as a whole
- **Use the Same Terminology as the Employer**—watch what they use to describe job responsibilities and professional accomplishments
- **“Translate” Your Experience**
  - Isolate the important general concepts and present them in the business language your target employers use.

↳ use similar words

# Compose Your Résumé

- Use a Simple, Direct Style—get rid of fluff words
- Use Short Phrases, Not Whole Sentences--bullets
- Start Phrases with Action Verbs—stay away from –ing verbs—they are passive
- Provide Specific Supporting Evidence—TSS (transferrable, sustainable, and scalable)
- Include Business or Technical Keywords



# Essential Résumé Elements

- Name and Contact Information
  - No street or mailing address
  - Email, LinkedIn, GitHub, and Mobile Number
- Objective: Job Title (Req # if there is one)
- Education—when are you graduating?

# Completing Your Résumé

- **LO 18.4** Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

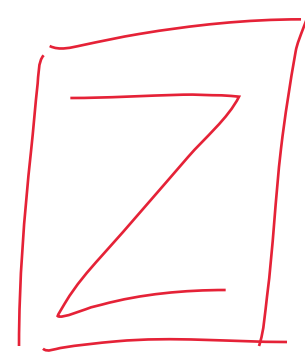
# Producing Your Résumé (1 of 2)

- **Design Elements for Effective Résumé**


- Clean
- Professional Looking
- Skimmable



"Z" format



# Choosing a Design Strategy for Your Résumé

Do	Don't
Keep Audience, Goals and Resources in Mind	Choose a Style Because It's Trendy or Flashy 
Demonstrate Design Skills	Deviate from Industry Norms

- Make subheadings easy to find and easy to read. *(No lines)*
- Avoid big blocks of text, and use lists to itemize your most important qualifications.
- Above all, don't make the reader work to find the key points of story.
- Your résumé should be a high-efficiency information delivery system, not a treasure hunt.
- Simple formatting and clean design are essential for dealing with an applicant tracking system because complicated formats can confuse the system.
- If you want a more “designed” résumé to hand out during networking events or for other uses, you can always create a second version.

# Producing Your Résumé (2 of 2)

- Printed Traditional Résumé
- Printed Scannable Résumé
- Digital Plain-text File
- Microsoft Word File
- Online Résumé
- PDF File
  - Unfortunately, no single format or medium will work for all situations, and employer expectations continue to change as technology evolves.
  - Find out what each employer or job-posting website expects, and provide your résumé in that specific format.

# Considering Photos, Videos, Presentations and Infographics

<b>Opportunities</b>	<b>Challenges</b>
Social Media	Discrimination
Flexible Format	Ease of Evaluation
Multimedia Elements	Habits of Recruiters
Compelling Content	Applicant Tracking

# Producing a Traditional Printed Résumé

- Traditional:
  - Bring to Career Fairs, Interviews, and Other Events
  - Many interviewers expect you to bring a printed résumé to the interview, even if you applied online.
  - The résumé can serve as a note-taking form or discussion guide, and it is tangible evidence of your attention to professionalism and detail.
  - When printing a résumé, choose a heavier, higher-quality paper designed specifically for résumés and other important documents. White or slightly off-white is the best color choice.
  - Avoid papers with borders or backgrounds.

# Producing a Traditional Printed Résumé

- Scannable
  - Website Submissions—most common
  - Optical Scanning Systems for Keywords (after Career Fairs)
    - You might encounter a company that prefers *scannable résumés*, a type of printed résumé that is specially formatted to be compatible with optical scanning systems that convert printed documents to digital text.
    - These systems were once quite common, but their use has been declining rapidly as more employers prefer email submissions or website application forms.
    - If you need to produce a scannable résumé, search online for “formatting a scannable résumé” to get detailed instructions.

← common



# Creating Digital Files of Your Résumé

<b>Plain-Text File</b>	<b>Word File</b>	<b>PDF File</b>
Include Your Résumé in the Body of an Email	Preserve Design and Layout	Preserves Formatting
Copy and Paste Sections Into an Application Form	Ensure Computer is Virus-Free	Files Less Vulnerable to Computer Viruses

Before you submit a Word file to anyone, make sure your computer is free of viruses. Infecting a potential employer's computer will not make a good first impression.

# Creating an Online or Social Media Résumé

- Career Management Tool
- Take Advantage of Social Networking
- Provide Your Résumé to Employers
  - During the application process, don't expect or ask employers to retrieve a résumé from a website.
  - Submit your résumé using whatever method and medium each employer prefers.
  - If employers then want to know more about you, they will likely do a web search on you and find your site, or you can refer them to your site in your résumé or application materials.

# Proofreading Your Résumé

- **Headings and Lists**
- **Grammar, Spelling, and Punctuation**
- **Double-Check and Run it By at Least Three Other People**
  - Check all headings and lists for clarity and parallelism, and be sure your grammar, spelling, and punctuation are correct.
  - Double-check all dates, phone numbers, email addresses, and other essential data.
  - Ask at least three other people to read it, too. As the creator of the material, you could stare at a mistake for weeks and not see it.
  - You will NOT get a second chance to make a good first impression

*Have them  
read it  
out loud  
too*

# Distributing Your Résumé

- Mailing Printed Résumés--spend a few extra cents to mail these documents in a flat 9 × 12 envelope, or better yet, use a Priority Mail flat-rate envelope, which gives you a sturdy cardboard mailer and faster delivery for just a few more dollars.
- Emailing Your Résumé--if you have a reference number or a job ad number, include it in the subject line of your email message.
- Submitting Your Résumé to a Website—you might get to upload the file or need to copy and paste sections of your résumé into individual boxes in an online application form
- Posting Your Résumé on Job Websites--don't post your résumé to any website that doesn't give you the option of restricting the display of your contact information. Only employers that are registered clients of the service should be able to see your contact information.

*Subject  
line  
↓  
" job # Resume  
attached "*

## Agenda: Week Five

1. Job Application Discussion
2. Adobe Spark Introduction
3. Post, using Adobe Spark, your **THREE WORDS**.
4. Work with a partner on the assignment found in Module Five