

# Top Resume Tactics for Executives



By now, you've seen plenty of resumes float across your desk. The occasional stellar one. The one that's plenty qualified but that's about it. And, of course, plenty of resumes filled with misspellings and typos that aren't worth the paper they were printed on... It's been a while since you sent out a resume of your own. Heck, maybe you haven't even updated it in the last decade. That's ok. The likelihood is that you're going to want to send it out at some point. Yes, your accomplishments speak for themselves. But guess what? So do those of everyone else that's interested in the coveted position you're applying for. And a mistake I see all the time is focusing your resume on what your responsibilities and duties were and forgetting to list what you accomplished while carrying out those responsibilities and duties.

No one is saying you have to jump ship right away. But, in the event that an opportunity comes up, you'd be wise to stand out amongst the crowd of other qualified applicants.

## It All Starts with the Headline

As you've probably already noticed, we're in the era of instant gratification. As consumers, we don't want to spend a lot of time reading endless paragraphs about a product's features. That's exactly what a hiring manager is. A consumer. And, you guessed it, your headline needs to stand out. Not sure how to craft that perfect headline that grabs attention? There are plenty of credible resources out there to help with this one aspect of your resume. When your headline grabs attention, your resume is going to get a hard look.

# Document by Numbers

Too many resumes are full of the right words but lack any substance. In the position you're applying for, you're expected to get results. That's why you need to highlight them on your resume. Sure, it's great that you lead a team of chemists and engineers. But, what did you achieve? Metrics. Use your resume to give specific numbers and timeframes to your accomplishments. I recommend updating your resume every year when you get your performance review. Add any significant achievements, special awards, or new skills learned. And, as mentioned before, use the specific numbers while they're still fresh in your memory instead of trying to remember what you accomplished 5 or more years ago. As great as soft leadership skills are, your next employer wants to know that you can deliver results.

## What About Your Hires?

You've made more than one hire in your time. Out of that bunch, there's bound to be someone that's achieved results beyond expectation. As much as your next employer wants to hire you for your talent, they're hiring you to find other exceptional talent too. To stand out, you need to be able to show that you're capable of hiring capable people and that they follow your lead. Don't save these folks for your references. Incorporate them in your resume. If you've mentored someone that went on to be promoted or became a team leader themselves, put that on your resume.

## Focus on the Present

You should be proud of the fact that you lead the way in bringing a product to market in 2004. Unfortunately, that was a long time ago. In order for your resume to stand out, you need to highlight your achievements post pleated khakis era.

What have you done for me lately? That's the question any competent hiring manager wants to know. While you shouldn't fully discount your accomplishments from yesteryear, you need to make your most recent successes stand out as much as possible.

# Audience

Before you fire off your resume, give some thought to who will be reading it. Yes, the basic dynamic is clear. You're selling yourself to someone else with the hope they'll call you for an interview.

A common mistake executives make on their resume is, only trying to write down what the hiring manager wants to hear. If you're applying for an important position within a company, the language you use in your resume should reflect that role. Your verbiage should mirror that of a decision maker and trusted business partner. The trick is to find a blend of being bold and audacious, but humble enough to consider the opinions of others as well.

Maybe it's been a while since you polished up your resume. You've been a tremendous asset in your current position but, perhaps you're eager for another challenge. There's nothing wrong with exploring other options and new opportunities. If you're going to take that step, you need to do it in the right way. The reality is your first introduction is most likely going to be your resume. If you take the knowledge you already have and, consider some of the advice above, you just might surprise yourself with the doors that open.