

## YOUR RÉSUMÉ IS YOUR PROFESSIONAL STORY

When applying for a job, a potential employer will frequently ask for a copy of your résumé (or curriculum vita). So, what is a résumé? It is your sales pitch or your professional story formatted so that it can be efficiently read by a potential manager, a recruiter, or even an automated computer system. Your goal in submitting your résumé is to be invited to an interview.

Your résumé should ROAR; that is, it should be Results Oriented And Relevant to the potential employer. The closer your résumé comes to resonating with the manager's needs, the more likely you are to be selected for an interview. If you want your résumé to be read through to the end, it needs to captivate. A hiring manager may be most interested in:

- 1 How much more money will I make (or how much money will I save) if I hire you?
- 2 Will you make me look really good?
- 3 What can I stop doing when you come on board?<sup>1</sup>

If your résumé captures the manager's attention by addressing their concerns, it is more likely to be read in its entirety, and you are more likely to be invited for the interview. So, your résumé should begin by showing the reader in just a few lines what you will do for them. The remainder of your résumé should provide more results-oriented detail from your professional story. Your résumé does need to stand alone, as it may be separated from other documentation you may supply to your potential employer, but it does not need to tell your entire life story. It just needs to show how awesome you will be for your new employer. There is little, if any, room for extraneous content such as previous job responsibilities, goals of previous employers, your personal non-job-related goals, and the like. Similarly, there is no room for negativity.

Your résumé also needs to be machine-readable since companies frequently use applicant tracking systems to store résumés, and recruiters retrieve the résumés based upon keyword searches. So, your résumé needs to contain words recruiters are most likely to use in searching for a potential employee for their specific job

openings. Similarly, the format of your résumé needs to remain fairly simple so the machines can easily read it and the recruiter who calls up your résumé can quickly select the best candidates — hopefully you — for additional consideration.

At the same time, your résumé needs to be interesting to the reader, as there may be many résumés retrieved and only a handful will receive additional consideration. The résumé that tells the applicant's professional story, shows how the applicant will contribute to the manager's goals, and includes lots of evidence is most likely to be selected.

*I would like to thank Dr. Margarita Posada Cossuto for helpful comments.*

*For works cited: go to [www.phikappaphi.org/forum/winter2018](http://www.phikappaphi.org/forum/winter2018)*

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