

THE ONE PAGE CV

**'Nothing stands out like a one-page CV,
and no CV book shines like this one.'**

*Clare O'Sullivan, Head of nurtureHR -
HR Consultancy and Corporate Coaching*

**CREATE YOUR OWN
HIGH-IMPACT CV**

**CLEVER, CLEAR AND
COMPREHENSIVE**

**GET NOTICED AND BEAT
THE COMPETITION**

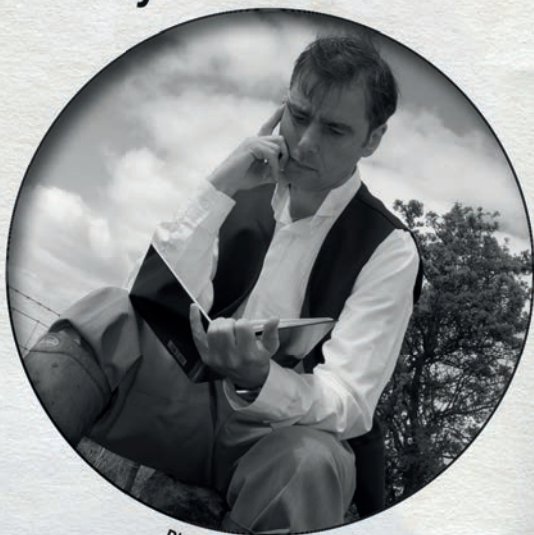
PAUL HICHENS

THIS IS NO ORDINARY CV BOOK AND PAUL HICHENS IS NO ORDINARY CV BOOK AUTHOR.

As head of top firm *CV Succeed*, Paul is a vastly experienced and quite unique CV writing expert. Jobseekers from all corners of the globe queue for Paul's specialist help, and his personally developed, pioneering methods are not only hugely successful, but are also chronicled in detail for you in this book.

eBOOK
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Succeed No ordinary CV company
CVSucceed.co.uk



Photograph by Sue Onions

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they are weighing up whether or not you are up to the job and are the right fit for their organisation.)

Hopefully, most of you won't have had to delete too much, but some people reading this right now will be left with just their name, contact details and a conspicuously big gaping hole on a predominantly blank page. But that's okay, pretty much everyone reading this book will need to rewrite their CV from scratch (rather than just tweak things) if they want the best results anyway.

Assuming that you personally do have some skills left on your CV, how many are there? And perhaps more appropriately, how much space do they take up? If your skills are still hogging your CV then something is amiss. While skills are an integral part of your CV, they are still a relative bit player in the whole scheme of things. So refine them down yet further if need be.

Once you have a list of relevant skills, the next thing to do is to make them more proactive. For example, an HGV driver might have a skills list which includes the following:

- driving lorries
- loading
- yard strapping
- European routes

These are all well and good, and HGV employers should appreciate such entries. Even so, with a bit of tweaking they can be made even better. For example, *'driving lorries'* can become *'20 years' lorry driving experience'*, and *'European routes'* can be improved to *'Considerable European route knowledge'*. You get the gist.

If the skills on your current CV are on the basic side (as many are), then you could beef up your own CV along the same lines.

Why not have a go at this right now? If so, you could add *'keen and enthusiastic'* to your list of competencies!

As mentioned, you should be careful not to overdo things, or make your skills section complicated. It should be neat, straightforward, and easy for any employer to just quickly skim through and get a good feel of the kind of skills and personal characteristics you bring to the table.

If yours doesn't do that yet then you should head back to the drawing board before thinking about bounding over to the table with a clumsily cobbled together box of tricks.

I know what some of you are thinking;

- 'Where should I put the skills section?'
- 'What do you mean by *relevant* skills?'
- 'What if I am a technical person?'
- 'How do I refine things down?'

These questions are all answered elsewhere in this book.

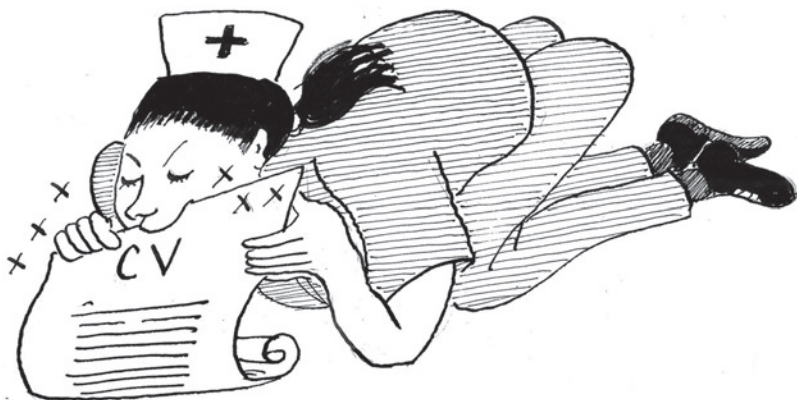
Reviving your CV

I have left orders to be awakened at any time in case of national emergency, even if I'm in a cabinet meeting. RONALD REAGAN

WAKEY-WAKEY

So how do you grab the employer's attention and stir him or her into action? Well, first and foremost you need to be better than your competitors on several fronts, and stress your relevant positives more comprehensively, more eloquently and ultimately more effectively than they do.

This may sound quite daunting given the number of applicants per job, but the vast majority of people don't sell themselves properly,



and most don't think about targeting their CV anywhere near as much as they need to. So, on the positive side, the vast majority of the competition isn't up to much.

Unfortunately, however, this still leaves a significant minority whose CVs certainly are up to the job, and it is these people you need to beat rather than the masses. It is impossible to quantify such things with any real precision, but I would say that around 30 per cent of the DIY CVs I get asked to rewrite are very poor to begin with, and around 65 per cent are reasonable or even quite good but still pretty much run-of-the-mill in the whole scheme of things. This leaves a small percentage of DIY CVs which are relatively good, and, in addition to the DIY CVs, there is a fair chance that you will be competing against good professional CVs too.

Think about how many CVs will be considered – will you make the cut? It would be all well and good if every employer took on 20 per cent of applicants. However, in the real world it is usually just one winner per job on offer. The odds therefore are not particularly good. Saying that, they are not insurmountable either, especially considering that a large proportion of your competition will underestimate the importance of their CV, and certainly won't give it anywhere near as much attention as necessary.

The very fact that you are reading this book is a clear indication that you are taking your CV seriously, and the sections below should serve to enlighten you further.

Spotting a good CV

We've established that you need to grab the employer's attention. With that in mind, take a look at the following two CVs and, before you read on, answer these questions. Which is the best CV? How good is it? Is it better/worse than yours? Why/why not?

CV1

JOE BLOGGS	
94 Church Row, York • Email joe83@jb.com • Tel. (01632)960871	
<hr/>	
EXPERIENCE	
2006–Present	ABC CORPORATION, YORK
Analyst	
<ul style="list-style-type: none">• Research & conduct investigations and analysis as part of a large business and development team• Conduct extensive research and build up business case for investment• Work closely alongside a wide range of clients on projects including a new corporate database• Work on a range of functions from finance to research and development• Meet with management teams and attend numerous meetings in the UK and abroad• Develop business, growth and marketing strategies for a variety of companies across the country	
2003–2006	DEFG CORPORATION, LONDON
Sales Executive	
<ul style="list-style-type: none">• Sold a variety of products and services from computers to training solutions• Secured new clients both in London and around the home counties• Awarded salesman of the month three times in a 12 month period	
2002–2003	HIJ COMPANY, YORK
TEFL Teacher	
<ul style="list-style-type: none">• Taught English as a foreign language to students• Worked in several countries including France, Germany, Japan and Sweden• Helped develop new training material to aid student progress	
<hr/>	
EDUCATION	
2001	Bachelor of Arts Degree in Music, York University
<hr/>	
PERSONAL	
Interests include: Music • Tennis • Biking • Reading • Travel	

CV2

JOE BLOGGS
1 Church Row, York y022 2hg ♦ Mob: 07700 900888 ♦ Email: joe83@jb.com

INTERNATIONAL SALES MANAGER

Exposure to Multiple Industries & Sales functions

AREAS OF EXPERTISE

Sales Development & Growth
Advertising
Promotions

Client Services
Sales Proposals
Consultative Selling Approach

After sales
Negotiation
Multilingual

PROFESSIONAL EXPERIENCE

ABC Ltd, York 2000 to Present

SALES MANAGER

- > Was recruit to find and sell IT products to clients across the UK, USA and EEMEA region.
- > Worked effectively with sales and marketing teams at a number of locations
- > Met sales targets
- > Won salesman of the year award in 2004

EDUCATION & CERTIFICATIONS

- > York high school – seven GCSEs

INTERESTS

- > Sport, music, football, painting

What do you think? Which one is the best? And how good is it? Good? Average? Poor? Have a look at them again before answering.

My answer to the question would be: while the second CV is certainly flawed in as much as it has spelling and grammatical errors, formatting problems and is very bare/basic, it nevertheless has a far greater chance of making an impact on an employer than the first CV.

Yes, the first CV is more comprehensive, is grammatically superior and is arguably better formatted. Yet in spite of this, it is no use to

anyone. Admittedly, it does some things reasonably well. For example, it makes good use of bullet points and the legibility factor is high. Additionally, at first glance it may seem more impressive because the achievements have more to them, and the candidate has better qualifications etc. However, in order to assess how effective the CV is, you need first of all to put yourself in the employer's shoes, and ask yourself the very same question the employer would ask himself or herself: namely, *'What can this person do for me?'*

Significantly, as far as the first CV is concerned the answer to this question is that ... *it is impossible to say!*

How can a prospective employer possibly evaluate how good this candidate is for his or her organisation? The CV is so generic that you don't even know what job this person is targeting. Not only that but you don't even know where his real expertise truly lies.

Both CVs could be better, but at least the second CV has addressed some of the basic fundamentals and has some focus and direction, and at the very least a potential employer can see that the candidate is a specialist salesperson with experience. The first CV, on the other hand, is in No Man's Land and really poses more questions than it delivers answers. It is certainly not going to make an employer rush to the phone to arrange an interview.

What about your new, developing CV? Did you succumb to any of the potential pitfalls? Is it well formatted? How legible is it? Is it grammatically perfect? Could you express yourself more clearly? Is it specific and targeted? Is it too general/generic? Does it have the right direction?

Imagine for a minute that your CV will be landing on discerning employer, Lord Sugar's desk. Honestly, do you really think your CV is going to make him bounce his eyebrows, sport an interested grin, and lick his lips in eager anticipation of you turning up to his office to tell him more of the same?

If not you could be in trouble. Luckily I can help you.