

# RESUME TIPS & WRITING CONSIDERATIONS

After reviewing thousands of resumes, the ones that stand out most clearly communicate **the big muscle movements** i.e., the major capabilities and accomplishments that matter most. Detailed nuance can be explored during the interview; the resume's primary purpose is to earn that interview.

## A strong resume should:

- Function as an executive summary of key capabilities
- Highlight high-value accomplishments
- Be succinct, high-impact, and easy to scan
- Quickly answer the reader's implicit question: "Why this candidate?"

## Keep It High Impact, Low Volume

Most reviewers spend only a few minutes on an initial resume scan. The more concise and focused the document, the more likely your key differentiators will be absorbed and remembered.

### **Key principle:**

Too little information creates ambiguity, but too much information dilutes impact. Aim for clarity, density of value, and disciplined brevity.

## Lead With a Strong Attention-Getter ("WHY ME" Statement)

Open with a short, compelling professional summary that immediately communicates:

- Who you are
- What you do best
- Where you create value

This section should make the reader want to continue.

### **Example:**

*Consultant specializing in Organizational Development, Change Management, Operations, Training, Ethics, Facilitation, and Leadership Development. Proven leader with 19+ years of experience driving restructuring initiatives, managing complex change, and building high-performance environments that enable successful strategic execution.*

*Tip: This is prime real estate - craft it carefully.*

## Recommended Length

- Ideal target: One page
- Acceptable for experienced professionals: 1.5-2 pages
- Beyond two pages: Typically transitions into CV territory

When in doubt, prioritize density over length.

## Use BLUF (Bottom Line Up Front)

Borrowing from military and executive communication practices, include clear BLUF-style positioning at the top of the resume.

The reader should immediately understand:

- Your professional identity
- Your core strengths
- The value you intend to deliver

Think of this as your strategic positioning statement.

## Avoid BS Bingo Language

Overused resume clichés reduce credibility and reader engagement.

Common examples to minimize:

- “Proven track record...”
- “Results-driven professional...”
- “Dynamic self-starter...”

These phrases often blend into the noise.

## Better Approach

Use precise, direct language that clearly states what you actually did.

### **Before:**

*Accomplished executive leader with a proven track record of delivering targeted business objectives...*

### **After:**

*Experienced executive leader who consistently achieves business objectives and major milestones in the demanding aerospace and defense industry.*

## Guidance:

- Be specific
- Be direct
- Use a thesaurus strategically
- Eliminate ambiguity

## Format and Sequencing

While multiple resume formats exist, the following structure is consistently effective:

Recommended Flow

1. Attention-Getter / Professional Summary
2. Professional Experience (most recent first)
3. Key accomplishments under each role
4. Education, certifications, and qualifications (toward the end)

## **Section Headline Discipline**

Each major role or section should lead with the key takeaway you want remembered.

Ask yourself:

If the reader only scans the headers, what story do they walk away with?

## **Experience Over Paper**

In most cases, professional experience should carry more weight than credentials alone.

Placing education and certifications toward the bottom subtly reinforces that:

Demonstrated performance is more important than JUST credentials (while still acknowledging required qualifications).

## **Final Thought**

Your resume is not your biography.

It is a strategic marketing document designed to generate interest, communicate value quickly, and secure the interview. Precision, clarity, and disciplined brevity will consistently out-perform volume.