

ELIMINATE THE TRIVIA FROM YOUR RÉSUMÉ

With the *{literally}* thousands of résumés we see, we've spotted an unfortunate trend:

Most of you are taking what is supposed to be a concise marketing (document) tool and cluttering it with too much plain trivia such as continuing education courses, un-enlightening details and even hobbies.

For example, if you are in your late thirties or mid-forties:

- ✓ How does it possibly matter that you had a B+ average in college?
- ✓ Is it worth mentioning that you belong to the American Management Association, given the nature of the organization?
- ✓ Is there a skill or leadership component in either?

When considering which details to include, *don't just concentrate so much on what you did.*

Instead think about the skills or experiences you're trying to sell.

Remember, you need to effectively communicate your VALUE to the prospective employer.

There are, however, certain kinds of activities which should always be included: Phi Beta Kappa and major academic honors; Industry-wide awards, large-scale competitions, elective office in any public or private organization; juried prizes for which you did not apply; publications in **leading** media; participation in industry-wide task forces; policy boards; pilot projects. These activities tend to impress employers, giving you a bit of an edge over your competition. They give you additional credit combined with your professional experience.

Let's examine them in greater depth:

Phi Beta Kappa. While there are many academic honors, this is definitely the Rolls Royce. Don't write "Phi Beta Kappa equivalent" after the name of another honor society unless it is **Beta Gama Sigma** (from a business school). The truth is that there just aren't any equivalents. If you graduated summa cum laude or cum laude, mention that. Give the numerical rank if you were graduated from a service academy, e.g.; 7/965. These are facts that will impress screeners and employers.

Industry-wide Awards. The fact that your legal brief on an obscure point of law was honored by a *national* legal association counts. A local group might have been influenced by your firm's reputation or your personality; that's less likely to happen when hundreds of contestants compete nationwide. **Don't just simply mention the award** -- who knows what a CLIO is outside of the advertising industry? -- **Include an explanation. Most convincing is: the fact that you or your project was judged best out of thousands of applications.**

Large-scale Competitions. Perhaps the Nobel prize isn't all that it's cracked up to be: that it's manipulated, doesn't truly recognize the most innovative people in science, literature, etc., or even tends to be *passed around* internationally. Can you really imagine a Nobel Laureate *not* putting the fact on his or her résumé or biographical statement? The same is true for Oscars, Emmys and Grammys. If you were nominated or entered and won ... include it.

Elected Offices. Election to an office says something to a prospective employer, even if society sneers at public office and those who serve in trade associations. As one elected official said, "*Somebody out there loves me.*" Getting elected demonstrates that you have people and leadership skills sufficient to persuade more than fifty percent of the voters. That's a pretty good management skill even if it's called consensus building.

Industry-wide Task Forces, Policy Boards, Pilot Projects If you were employed by an airline and given a seat on an industry-wide air safety board, that's important. The factor that determines which activities are important is their impact on the industry. Too often, people are forced to participate by their misguided employers and the experience is an all-around disaster.

Publications in Leading Industry Journals. If you wrote an article published by The Harvard Business Review then certainly mention it with the proper citation on your résumé. If you wrote a book review for a journal, which has a circulation of only five hundred, skip it, unless it is the *leading* journal in your industry. Aside from Universities, think-tanks and research institutes, employers are seldom impressed with a multitude of articles of which the total circulation does not add up to a five-digit number.

Juried Prizes Which You Didn't Apply For If a national magazine named the "ten best..." or held a competition to identify the most or best, and you made the list, it should be displayed on your resume.

We've run into many people who are extremely attached to sections of their résumé, they can't bear to part with some of their personal history. You too can argue with us about including any individual personal fact.

Here is the real test:

What part of your background does this fact **support, enhance or amplify?**
How will this information help show that you are more valuable than one of the other competitors for that job?
Ask yourself this:

How will it play to the reader?

Mark Berkowitz, NCCC, CPRW, JCTC, CEIP puts over 30 years of experience, in the Career Development field, to use for the benefit of his clients. Holding a Master's Degree in Career Counseling he is, at present, the only person in the country who is quadruply credentialed as a *National Certified Career Counselor*, a *Certified Professional Résumé Writer*, *Certified Employment Interview Professional* and an Internationally Certified *Job and Career Transition Coach*. Mark is a recognized expert in the Career field with extensive expertise in Career Assessment/Vocational Testing; presenting frequent workshops and seminars to diverse groups: from public school districts to *Workforce Preparation*.

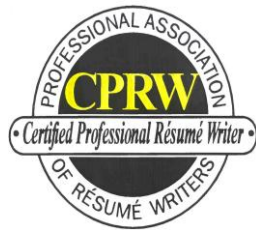
Has had many examples of his résumé work published in the following books: GALLERY OF BEST RÉSUMÉS; GALLERY OF BEST RÉSUMÉS FOR TWO YEAR DEGREE GRADUATES; THE QUICK RÉSUMÉ AND COVER LETTER BOOK; AMERICA'S TOP RÉSUMÉS FOR AMERICA'S TOP JOBS, COVER LETTER MAGIC, PROFESSIONAL RÉSUMÉS FOR TAX AND ACCOUNTING PROFESSIONALS, AND PROFESSIONAL RÉSUMÉS FOR EXECUTIVES, MANAGERS AND OTHER ADMINISTRATORS, all five published by JIST Works; 101 BEST RÉSUMÉS, RÉSUMÉ WINNERS FROM THE PROS, RÉSUMÉS THAT KNOCK 'EM DEAD, COVER LETTERS THAT KNOCK 'EM DEAD, and THE EDGE RÉSUMÉ AND JOB SEARCH STRATEGY.

Mark Berkowitz, NCCC, CPRW, JCTC, CEIP is president of, a full-service career management firm with a demonstrated, decades-long track record in helping job seeking candidates maximize their career potential. **CAREER DEVELOPMENT RESOURCES** assists clients in successfully managing their careers through state-of-the-art, professional assistance from start to finish in an effective career change and/or job search campaign, providing such services as: Résumé Development; Cover Letter Writing; Job Search Coaching; Career Counseling; Peak Performance Interview Training; Salary Negotiations; and Career Testing & Assessment.

Berkowitz holds a Master's Degree in Career Development and is a **National Certified Career Counselor**, **Certified Professional Résumé Writer**; **Internationally Certified Job and Career Transition Coach**, and one of only one hundred individuals credentialed as a **Certified Employment Interview Professional**. His work appears in nearly two dozen books on résumé /cover letter writing and winning interview strategies. He has been spotlighted on WCBS television in "*Acing The Interview*" and has been named as the "*Professional of the Year*" by the **PODCAST BUSINESS NEWS NETWORK**.



Berkowitz has been recognized as “... *one of the leading résumé writers in the U.S. today*” in Professional Résumés for Executives, Managers, and Other Administrators. Wendy Enelow, President of the Career Masters Institute has acknowledged Mark as “... *one of the most talented career counselors I have ever met.*” He can be contacted at +1 (910) 833-5013 or CarDevRes1@gmail.com.



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