Extreme Makeover

The Agile Resume Edition

LitheSpeed

Our Agenda and Desired Outcome?

We'll Review:

- Why Does A Good Resume Matter?

- Remembering Our Audience(s)

- Some Positive Resume Patterns To Consider

- Suggested Next Steps

- Additional Resources

…so that we can be best prepared to properly present ourselves to the organizations to which we wish to work through an improved resume.

Why Does It Matter If My Resume Is A Bit Imperfect?

Well…. A CareerBuilder survey in 2018* confirmed quantitatively common issues that hiring managers and recruiting team members commonly identify in declining to move forward with interviewing a candidate:

- Typos or bad grammar: 77 percent

- Unprofessional email address: 35 percent

- Resume without quantifiable results: 34 percent

- Resume with long paragraphs of text: 25 percent

- Resume is generic, not customized to company: 18 percent

- Resume is more than two pages: 17 percent

- No cover letter with resume: 10 percent

Always Remember… Who Is Our Audience?

- Agile ways of working explicitly focus on knowing our customer and providing value

- When defining and refining our resume, we need to apply the same principle

- **Who is our audience (aka customer) for our resume?**
  - An automated process (whether keywords, phrases, etc.)?
  - A recruiter?
  - A company's Human Resources associate?
  - The position's hiring manager?
  - The peer members on the Team?
  - Senior managers?

- Of course, the answer is…. **All of the above.**
  - We need to be focused but thoughtful to ensure we balance the needs of these disparate customers

Positive Resume Patterns

1. Focused Over Generalized
2. Outcomes Over Activity
3. Meaningful Metrics Over Superlative Words
4. Clarity Over Excessive Jargon And Acronyms
5. Honesty Over Misrepresentation And Exaggeration
6. Professional Over Personal
7. Polished And Presentable Over Rushed And Inconsistent

Focused Over Generalized
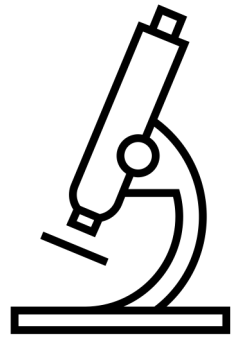
Why?

Many of us, myself included, have held and are qualified for various roles. But while a generic resume is efficient for us to create and update, its lack of focus for specific roles may obfuscate or "water down" our key experience for a given role. Tailored content specifically focused on a role ensures the hiring team has relevant examples of what you have done aligned to what their posting requires.

Before:	After:
▪ Managed technical tasks for the Company's most important systems.	▪ Provided 24/7/365 support for over 10k users internationally for the Company's Salesforce CRM platform, resolving over 750 tickets monthly while maintaining a 90+% satisfaction rating

Outcomes Over Activity

Why?

Whether technical task or business-oriented deliverable, hiring managers want to know the impact you have made in the work that you've done, and how that translates to the investment they are making to hire for a given role. It is the impact of the activity that matters, not the activity itself in being able to express what value your skills and experience provide.
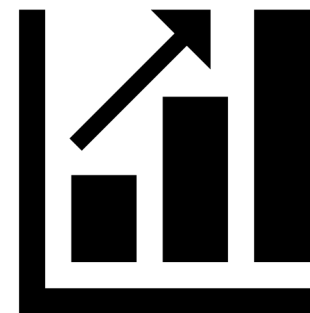
Before:

- Trained employees on using Scrum

After:

- Transitioned three core teams to leverage the Scrum framework, resulting in 22% lower escaped defects and 31% improvement in overall cycle time.

Meaningful Metrics Over Superlative Words

Why?

Expressing what work you have done as far as outcomes and impact is essential. But using phrases like "dramatically increased" or "greatly reduced" are meaningless without context. And that context comes through specifics, measured generally in terms of percentages, as they need less or no context for the hiring manager to understand.

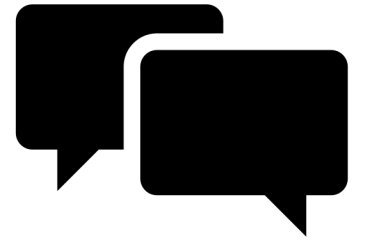| Before:	After:
▪ Oversaw the development of the company's first online ordering application, greatly increasing volume and revenue	▪ Oversaw the development of the company's first online ordering application, increasing new business 23% and revenue by 12%, YoY

Clarity Over Excessive Jargon And Acronyms

Why?

Technology has long had a well-deserved reputation for using isolating language, even if not intentional. Remember that not all involved with most hiring decisions will be involved in technology, let alone be the level of expert that you are. Shared language is essential to shared understanding for all who are involved in the recruiting, interviewing and hiring process.

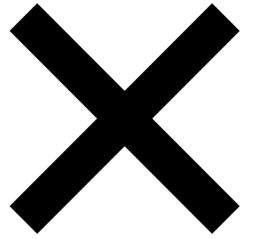| Before:	After:
▪ Using ASP.NET, MSSQL and C#, built an app to connect to RealEC	▪ Leveraged Microsoft technologies to integrate the company's appraisal order placement and tracking capabilities to the RealEC portal, resulting in 186% new order growth YoY

Honesty Over Misrepresentation And Exaggeration

Why?

Misleading, obfuscating or straight-out lying isn't only wrong ethically, it ultimately is likely to immediately terminate any chance of getting to the next stage of the process. And even if you're ultimately hired despite misleading or misrepresentation on your resume, employers can and often will terminate an employee if a material misrepresentation is found.

Before:	After:
▪ Single-handedly designed, developed, tested, deployed and supported the company's most successful mobile app, resulting in 2000% user growth MoM	▪ Led the development of the recommendation engine of the company's first mobile app, organically growing the user base to over 500 users in its first three months

Professional Over Personal

Why?

Personal details are often added to resumes, especially for those directly out of college, about non-work interests, hobbies and related. Only interests that are directly related to the work, like membership in a professional organization related to business, technology or related generally should be included.

Before:

- Contact info:

  da_baddest_ninja_penguin@gmail.com
- Community/Activities:
  Chairperson of the local chapter of the Flat Earth Society, Beer Pong Champion

After:

- Jhalberstadt@gmail.com

- Vice President, Professional Development, PMI NNV; Board Member and Volunteer Technology Support, Meals on Wheels

Polished And Presentable Over Rushed And Inconsistent

Why?

It's easier than ever to generate and send resumes; gone are the days of heavy-weighted paper stock and USPS delivery of resumes from a classified ad. This ease of generation and online submission for resumes has a downside for many of not slowing down and methodically reviewing the resume for consistency in font/formatting/style format, sentence structure, grammar, etc.

A reviewer can consciously or otherwise assume that if you have these issues on your resume, you are either not interested in the job enough to provide a professional resume, or that you are not concerned with delivering high-quality work in general.

Before:

JOHN S., HALBERSTADT
234 First AVE., LOOMIS, CA 95650
EMAIL: jhalberstadt@gmail.com
mobile: 916/502-3017 *Home:* 916.652.7918

After:

John Halberstadt

email: jhalberstadt@gmail.com | phone: 408-320-7301 | linkedin: jhalberstadt

Near-term Next Steps

- Leverage these positive patterns in reviewing and updating your resume

- If applying for multiple types of roles, have one resume per role type (e.g. Project Manager versus Product Manager versus Scrum Master versus Business Analyst)

- Limit your final resume to two pages

- Prune back or summarize extensive historical detail if not essential, especially for dated technology (DOS, WinXP, token-ring, etc.)

- Use built-in or on-line grammatical review capabilities to ensure appropriate word choice, spelling (including common faux pas like "principle engineer" versus "principal engineer")

- Leverage resume templates or "styles" in your word processing program to ensure formatting consistency (font, spacing, etc.)

- Ask a family member, friend or co-worker to review your resume for clarity, consistency and formatting

Resources

- CareerBuilder Survey Findings: https://press.careerbuilder.com/2018-08-24-Employers-Share-Their-Most-Outrageous-Resume-Mistakes-and-Instant-Deal-Breakers-in-a-New-CareerBuilder-Study

- Broad Resume and Hiring Manager Perspective Statistics, Pro and Con: https://www.resume-now.com/job-resources/jobs/resume-statistics

- Resume "Power Words": https://www.indeed.com/career-advice/resumes-cover-letters/resume-power-words

- More Resume and Cover Letter "Dos and Don'ts": https://www.indeed.com/career-advice/resumes-cover-letters/resume-dos-and-donts

- Quick Reference from Harvard University Career Center: https://media.licdn.com/dms/document/C4E1FAQFLKs3Zbf3pfw/feedshare-document-pdf-analyzed/0/1673698788233?e=1675900800&v=beta&t=lXjIGjQcG9jTq27HihSFTMKu0B7ll0UH0QtnrKmOeHU

- Bad Resume Examples (real ones): https://resumegenius.com/blog/resume-help/bad-resume-examples

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