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CEDA AND FEA WEBINAR: GETTING YOUR CV RIGHT

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WHY ARE WE HERE TODAY?

The digitisation of the jobseekers market, whether that be through online job boards like Monster or social media channels like LinkedIn, has not removed the requirement for a CV and covering letter.

No matter how good you may be at interview, it is your CV that gets your foot in the door in the first place - and in my career so far I've seen a lot of good ones, but a disproportionate volume of bad ones.

So, today isn't about career advice or interview techniques.

It is about learning how to create or develop a CV that makes you the ideal candidate for your target employer.



WHY ARE WE DOING THIS NOW?

Initial customer numbers might drive an initial bounce in positivity as the hospitality industry reopens anytime now, but the next 12-18 months are going to be a very difficult period for us in the non food supply side.

There will be a reduction in capex spending, and an increase in price competition on tenders, which will lead to eroded margins. When this is combined with the upcoming withdrawal of the Government's furlough scheme, there is a likelihood of job losses in our sector - in fact, we're seeing it already.

I'm not saying this to scare you, but it won't hurt to take a look at your CV over the next few weeks - it's better to do it out of **choice** rather than out of **need**.



HOW TO GET IT RIGHT

FIRSTLY, SOME PRACTICAL ADVICE IF YOU ARE GOING THROUGH REDUNDANCY

STAY
PROFESSIONAL

Don't post that rant on Facebook/LinkedIn or Twitter - **your future employer will do their homework.**

EVALUATE YOUR
MINDSET AND
LANGUAGE

People are not made redundant - their **roles** are made redundant. You've not lost your job - you are **available for employment.**

STAY OPTIMISTIC
AND OBJECTIVE

Ask yourself **what opportunities this presents you with,** and what you can bring to the table.



WHEN YOU'RE WRITING IT

1

LAYOUT, FORMAT
AND STYLE

2

TALKING ABOUT
YOUR EXPERIENCE

3

RESEARCH AND
REFERENCES



THE ABSOLUTE BASICS

Proofread it. Then get someone else to proofread it for you. Spelling mistakes and grammar errors will delegitimise what you are saying.

Tailor it. A CV should always be tailored to the role you are applying for - consider multiple 'master' versions of your CV – e.g. highlighting your skills in logistics for supply chain roles, another highlighting your skills in budgeting or negotiation for sales focussed roles. Each of these CVs would then be tailored to the specific role you are applying for.

Be honest about it. Don't greatly 'over inflate' your achievements. It's a small industry and you'll get caught out before interview, at the interview or (worst) during your probation...



LAYOUT, FORMAT AND STYLE

FITTING IN...

It's tempting to list absolutely everything you've ever done on your CV, but distill your experience down to **2 pages** - who you are, what you've done and where you were educated.

...BUT STANDING OUT

For the majority of roles, a little bit of colour or a slightly fresher layout goes a long way - but don't experiment with it too much. **Keep it bold, easy to read and memorable.**

TEST AND REVIEW

Always do a test print - you know it will be printed by the interviewer. Ensure you **save it as a PDF** to preserve all the formatting and layout you've worked so hard on.



TALKING ABOUT YOUR EXPERIENCE

YOUR JOB
DESCRIPTION,
OR YOUR
ACHIEVEMENTS?

Don't just describe a series of tasks that made up your roles, **talk about what you achieved.**

HIGHLIGHT KEY
POINTS

Break up your CV and land key points by **using bullet points** alongside paragraphs and sentences.
Feature the 'wins'

ILLUSTRATE
PROGRESSION

Summarise your skills and experience in a widening, growing trajectory, make it clear you have more to learn and offer and be prepared to talk about any gaps you might have.



WHAT IF I'VE BEEN ON FURLOUGH, OR OUT OF WORK?

You won't be the only one - so work out how you **frame your experiences as a positive.**

Think about how impactful it would be if you could say 'I watched two dozen industry webinars from FEA and CEDA, I tuned into manufacturer training or did a quick online course, I watched FEJ interviews and CI 'Market Talks' and I read a couple of business books.'

It's ok if you learned a new language or a few magic tricks - but work out how that contributes to your employability.



RESEARCH AND REFERENCES

RESEARCH AND FACT FINDING

Do your homework on the role, hiring manager, company and sector you are applying for and **frame your achievements accordingly.**

OBTAIN WRITTEN REFERENCES

Get written references from senior members of your company or major clients and **be forthright in what you want them to say.** Write them for them if you have to!



ONE MORE THING... APPLYING

ARE YOU
APPLYING
DIRECTLY?

If you're applying directly, whether it's to an existing role or speculatively, **it is paramount to illustrate that you have an understanding of the company** in your CV and covering letter.

ARE YOU USING A
RECRUITER?

Make sure you see the exact document the recruiter sends. Many recruiters reformat or rewrite CVs - are they going to do a better or a worse job at selling your skills? Are they using your covering letter?

ASK FOR
FEEDBACK

If you are unsuccessful, ask for feedback and, if you feel it is fair, adjust your approaches accordingly.
You have nothing to lose.



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THANK YOU