

YOUR SUMMARY: THE KEY TO RESUME RESULTS

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Resumes are scanned and glanced at today. To get attention in a group of hundreds, if not thousands, one must have an eye-catching, attention-grabbing headline. In advertising, we would call it a "mind-set". It tells the reader this person is special and worth of reading further. This headline is the first and second lines of the summary, which should appear at the top of the resume under the contact information.

Most summaries are generic in nature and tell us the obvious. Therefore, they are not effect. For example:

A professional manager with skills in organization, planning, and troubleshooting who is seeking an opportunity in a growth-orientated company.

Now let's be honest. Every executive has some degree of organization, planning, and troubleshooting capabilities and of course, we all want growth-orientated companies so it is a totally meaningless statement that is passed over. It did not excite. It did not "grab." I am not impressed.

The key is to sum up what makes this person special. A combinations of skills that are unique. For example a utility executive:

A recognized leader in nuclear energy who has planned, developed, and managed programs and systems for government agencies, private facilities, and at the highest levels of military commands.

Another for a program and contacts manager:

Over 18 years as a highly skilled and certified contracts and program manager having been recruited by Fortune 500 corporations and the US Air Force to manage high priority negotiations and international projects.

Finally a food service manager:

Selected to operate the largest facility of its kind in the United Sates containing 2,300 buildings on 6,700 acres serving 34,000 people with values in excess of \$2.6 billion.

The second sentence in the summary should contain the key words that support the objective. The trick here is to make sure they all support the first statement.

For example for a healthcare executive our sentence read:

Acknowledged for hospital operations to include:

Public Health Services	Healthcare Benefits	Budgets
Environmental Safety	Risk Management	Claims
Compliance with federal, sate, local, and industry standards and laws		

For a human resources manager our second sentence reads

Areas of expertise and experience include:

Personnel Management	Gender Policies	Workforce Planning
Government Regulations	Cost Reductions	Technology Applications
Forming Strategy Alliances and Partnerships		

By combination a powerful opening sentence with key words that sell value and skills, the resume will get the attention and results you are seeking.



During his twenty-five years of industry work, David Griswold has consulted with over 3,500 individuals and delivered seminars to over 15,000 people. He has motivated and directed people from all walks of life to advance within their organizations, change career fields, start businesses, return to a corporate environment, and create new jobs. This vast experience has allowed David to profile successful careers and identify certain fundamental principles of success that he shares with his clients. Dave is an active member of PRWRA and serves as the Senior Transition Consultant for Career Beginnings, Inc. You can contact him via email at dgriswold@nofeartransitions.us or by phone at 866-657-8466 / 770-922-6161.