

AFP®



Annual Conference

OCTOBER 27-30, 2013 | LAS VEGAS

ORIGINAL → ESSENTIAL → UNBIASED → **INFORMATION**

How to Write an Impactful Resume for the Financial Professional

Nicole Meyer and Anne Stock

The Meyer Partnership

October 29, 2013

An Impactful Resume?

- **The person reading it understands your potential value and contribution.**
- **Your key duties, achievements and skills are clear, quantifiable and recognized as transferable.**
- **You generate interest in a meeting.**

Where to start

- **Stop and think. Reassess.**
- **Avoid the temptation of simply updating your most recent resume!**
- **Know your Audience.**
- **Be clear about what you want to convey. It is likely you are applying for a specific role. What words and tasks were used in the advertisement / job specification?**
- **Put yourself in the interviewer's shoes. What would they want to see?**

What you really want to say – and how to say it

- **Before you start typing, have a clear idea of exactly what you want to convey.**
- **Focus on key skills and achievements – now is not the time to be modest (but we must always also be honest).**
- **Add context around your achievements. Quantify, quantify, quantify!**
- **Use data to minimise ambiguity and maximize impact.**

The basics

- **Resume length**
- **Format / layout**
- **Font choice, size and colour - consistency**
- **Personal details**
- **Photograph**
- **Chronology**
- **Professional qualifications, languages, published work**
- **Interests and hobbies**
- **PDF**
- **Beware of social media and its impact on your resume**

The basics

- **A Career Objective or Not**
- **That is prime real estate on a resume**

Word Choice

- **I am dedicated – to what?**
- **I am detail oriented – as opposed to what?**
- **I am driven – prove it!**
- **I am dynamic – what does that mean?**
- **I am a people person – this will be evident**
- **I am a problem solver – be ready to prove it**
- **I am a team player – who isn't?**
- **References available upon request – lose that**

Biggest mistakes

- **Typos**
- **Bad grammar or poor grammar?**
- **Incomplete sentences**
- **Too much information**
- **Nothing to quantify your accomplishments**

Now that we told you what to take out, what do you put in?

- **Good stuff, the really big accomplishments**
- **Specific accomplishments – the benefits, the results**
 - Numbers
 - Percentages
 - Cost Savings
 - Profitability
 - ROE
 - Efficiencies
- **Tell me what I don't already know**
 - Why are you unique?

Core Competencies & Skills

- **People**
- **Process**
- **Customers**
- **Business**

Core Competencies & Skills

- **People**
 - Teamwork
 - Interpersonal Perceptiveness
 - Coaching/Development
 - Can you lead people to a decision, to consensus?
 - Communication Skills
 - Stakeholder Management

Core Competencies & Skills

- **Process**
 - Discipline
 - Ownership
 - Systematic Approach
 - Thoroughness
 - Documentation that defines your business
 - Numeracy

Core Competencies & Skills

- **Customer Focus**
 - Results Orientation
 - External Communication
 - Customer Orientation

Core Competencies & Skills

- **Business Focus**
 - Results Orientation
 - Strategic
 - Innovation & Creativity
 - Decisiveness
 - Adaptability
 - Numerate
 - Problem Solver

What Skills Define Treasurers?

- **Providing leadership in the financial lifecycle of your organisation.**
- **Managing risk: Liquidity, Credit, Currency, Interest Rate and Operational.**
- **Ability to articulate financial information and concepts to the CFO, CEO and Board.**
- **Evaluation and control of sophisticated and dynamic financial markets and instruments.**
- **Ability to formulate and translate complex data into business decisions.**
- **Managing key relationships internally and externally (banks, service providers, other vendors).**
- ***(alternatively throw this out to the room and leave this slide blank other than title – AR makes note of points raised for later to make sure the attendees have the answer to this question on their resumes)***

Spot the difference – Case Studies

- **(statement without metrics or substance)**

OR

- **(same statement quantifying achievement e.g. Cost saving / efficiency / metrics)**

Imagine if...

- **Imagine you are applying for your boss's job.**
- **How would you draw out your experience to demonstrate you can make that jump?**
- **What additional responsibilities do you need to illustrate?**
- **Articulate your relevance for the reader.**