



# Client CV Workbook

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## SECTION 1: PREPARING YOUR CV

- A perfect CV is a well-structured easy to read presentation of your accomplishments
- It should be designed to convince a potential employer to invite you to an interview
- The employer is looking for evidence of success and achievements presented in a way that responds to the employer's current needs
- Remember, your CV is not your biography but your employment goals for the future

### **The purpose of the CV is to get you an INTERVIEW**

#### Did you know?

- CVs sent by job hunters to prospective employers - when there is no specific position available and using a standard, non-tailored format - have only an 8% record of success
- In a pile of several hundred CVs, an employer may spend as little as 8 seconds per applicant before short-listing for interview
- A pile of 50 CVs may be whittled down by reading each one for around 30 seconds
- So you could have just 8-30 seconds to make an impression
- Busy employers short-list on the basis of the quality and clarity of the presentations rather than on the qualities of the candidate. Therefore well-qualified candidates are often not considered for positions due to poor CVs
- By developing well focused CVs candidates greatly increase their chances of being interviewed and getting a job offer

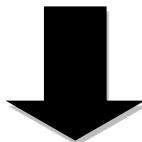




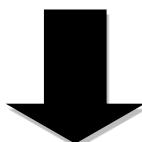
You should make your CV interesting to others and make the strongest representative of yourself

You should also remember the normal chain of events in the employment process

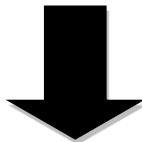
**Cover letter introduces**



**your CV, that**



**gets you an interview, that**



**gets you the job!**

**A CV should include the following:**

- Personal details: your full name, address, telephone and email
- Personal profile: a short “selling” statement about you
- Employment record: employer names, dates and job titles
- Responsibilities: to highlight your skills and strengths
- Achievements: showing the results you have contributed towards
- Education history: along with any qualifications
- Training that you have completed: internal and external
- Interests: a brief explanation of what you enjoy outside of work and any responsibilities you have

**Always remember:**

- The purpose of a CV is to get an interview
- You do not need to give details of all of your life and work experience
- Recruiters will only look at your CV briefly, so ensure that it is concise and emphasises relevant and recent information.



**SECTION 2: TOP TEN TIPS FOR A SUCCESSFUL CV**

1. Produce a different version of your CV for every job you apply for- highlighting your key skills and experience most relevant to the job description requirements.
2. Employers have a high volume of CVs to look through and yours needs to stand out. Employers want to see how you will add value to their company. Make sure you give them plenty of reason to read beyond the first paragraph of your CV.
3. Keep the layout simple and uncluttered with clear section headings and well-organised information that is easy to follow.
4. Always word process your CV and print out on to good quality A4 paper, using no more than 2 sides.
5. If you have had a lot of jobs you could group some together or summarise periods of time. There is nothing worse for a recruiter than reading every two week contract you've had in the last ten years.
6. Your CV should show a continuous history for you from the end of secondary school to date. It may be relevant to your last ten jobs or the last ten years of jobs. You should explain honestly any gaps e.g. time spent travelling, bringing up a family or not employed. For periods of time not in paid employment highlight any voluntary work, training or activities that you did.
7. Be honest about any hobbies or interests you include – don't add things to impress as you may get caught out at interview. However, do try to include those hobbies and interests which will make a positive contribution to your employment, e.g. voluntary work, club membership or charity work.
8. Never lie on a CV, it can only lead to trouble.
9. Check spelling, avoiding jargon and abbreviations and get a friend or colleague to check it for you.
10. Use your CV as a guide when filling in application forms.

**Some CV don'ts**

- Don't use a funny email address (create a separate one for job applications if necessary)
- Don't include pictures
- Don't list references or relatives
- Don't put your CV in fancy binders or folders
- Don't include your sex, weight, height, health or other personal irrelevancies
- Don't highlight problems (divorce, personal issues, etc)
- Don't include addresses of prior employers
- Don't include salary information
- Don't use brightly coloured paper





➤ Don't fold your CV, send it in an A4 envelope

### SECTION 3: SAMPLE CHRONOLOGICAL CV

**NAME**

Address

Town

Postcode

Telephone number

Mobile

Email

**Personal Profile**

*The profile is a summary of your main selling points and aims to grab the attention of the reader from the start and encourage them to read on (Most recruiters only spend a few seconds on a CV so make the first few lines count). Your CV will be targeted towards the jobs or the type of work you are applying for.*

I am a hard-working honest individual, possessing a variety of customer facing skills and auto electrical skills. I am conscientious and have good timekeeping and always willing to learn new skills.

**Key Skills and Achievements** *Try to list at least 5 key skills that you can offer an employer*

- Being supportive to people
- Using IT – word processing, databases, spreadsheets and the internet
- Dealing with complaints or enquiries

**Employment History** *Cover at least 5-10 years work history in as much detail as possible; list your most recent position first.*

September-1995 – August 2005

Rochdale Battery Service Limited

Manager

I worked myself up to manager from an apprenticeship covering all the running of the business and general managerial duties as required. *(Bullet point your main responsibilities)*

**Education and Qualifications** *List your most recent education/training first*

1995 to 2000

Apprenticeship in auto electrical engineering theory and practice, in house.

1995

A level, English Language (C) and Physics (B)

GCSE Qualifications

Chemistry (B), Electrical Studies (B), English Literature (B), German (C), Mathematics (A), Typing (A)

**Interests and other achievements** *Be sure to include any responsibilities you currently have or have had in the past*

Music, angling, reading, films and cinema, cooking, tennis and other sports. Grade 2 piano (2020); treasurer of local angling club (2023 to date).



**SECTION 4: SKILLS BASED CV****FORENAME SURNAME****PERSONAL DETAILS**

Address1 Tel: 01882 652349  
Address2 Mobile: 07717 121824  
County Email: forename@myemail.co.uk  
Post code

**PERSONAL PROFILE**

Adaptable and ambitious business studies undergraduate with proven customer service skills and an excellent understanding of business finance, keen to take on the daily challenges and rewards of working for Innovate Car Hire.  
*Keep profiles concise and showing career focus.*

**SKILLS AND ACHIEVEMENTS****Business Awareness**

- Experience in financial assistant roles in the commercial and voluntary sector with competence in business finance developed abroad.
- Active member of the university business club – winner of the ‘Bucks Best Business Pitch’ award in 2015 Enterprise Week, judged by Michael Eavis.
- Customer service awareness and skills developed working for Sainsbury’s and McDonald’s, achieving supervisor status in a short time.

**Initiative and Adaptability**

*Skills headings suggested by the vacancy*

- Self-funded an evening course in bookkeeping during first accountancy role with the Cats Protection League to increase my effectiveness at work
- Successful study and work in Spain and Mexico demonstrate my ability to adapt and thrive in new and different environments.
- Volunteering as an English language tutor and raising money for Diabetes UK during my studies required initiative, dedication and discipline.

**Team Working and Leadership**

- Working in a small team of 5 at Sainsbury’s running a local store and a large financial team of 20 at First Choice taking on a variety of roles.  
*Quantify achievements*
- Built team spirit as a supervisor at Sainsbury’s by ensuring that staff were supported to meet testing team sales targets.
- Planning and coordination role taken in university group assignments – achieved an overall average 70+% grade in group assessments.

**Effective Communication**

- Strong interpersonal skills developed in customer service roles in retail, library and as a university tour guide.
- Ability to build rapport with customers in a short time evidenced by working as an English language tutor in Spain and Mexico
- Strong presentation skills and confidence demonstrated by presentations in different languages to groups of 5 to 50.



**IT SKILLS**

- Competent with all Microsoft Office applications
- OCR level 1 & 2 Web Design (MS Frontpage)
- Experienced user of Sageline 100

**LANGUAGES**

- French: Semi-fluent
- Spanish: Fluent

*IT and language skills will always be of interest to employers.*

**EDUCATION & QUALIFICATIONS**

<b>2010 – 2015</b>	<b>Buckinghamshire Chilterns University College</b> <i>BA International Business Studies with Spanish (2:1)</i>
	<ul style="list-style-type: none"><li>• Study semester at The University of Valladolid (Spain)</li><li>• 6 month work placement in Barcelona</li><li>• Modules studied included: Business Planning; Sales Promotion and Marketing; Business Operations Management</li><li>• </li></ul>
<b>2003 – 2010</b>	<b>Tonbridge School</b> <i>A-level: French (C) and Business Studies (B)</i> <i>GCSE: French, A; Maths, B; Spanish, B; Biology, C; Chemistry, C; Physics, C; English, C; Information Technology, C.</i>

**WORK HISTORY**

<b>Jan 2019 - Jul 2022</b>	<b>Audigest S.A (Barcelona)</b> <i>Audit Assistant</i>	<p>All the relevant transferrable skills from your work history should be on page 1</p>
<b>2018 (Jan – Dec)</b>	<b>Sainsbury's Local (Hazelmere)</b> <i>Supervisor</i>	
<b>2017 (Aug – Dec)</b>	<b>First Choice Holidays and Flights Ltd (High Wycombe)</b> <i>Financial Assistant</i>	
<b>2016 (Jan – Aug)</b>	<b>Cats Protection League (Chalfont)</b> <i>Financial Assistant</i>	
<b>2015 (Jan – Dec)</b>	<b>McDonald's (High Wycombe)</b> <i>Crew Member</i>	
<b>2010 – 2015</b>	<b>Buckinghamshire Chilterns University College</b> <i>Campus Librarian (Dec 2010 – Jun 2012)</i> <i>Tour Guide (Sep 2012 – Jan 2015)</i>	

**VOLUNTARY WORK**

<b>2019 (Jan – Dec)</b>	Teaching English in Valladolid, Spain, and Guadalajara, Mexico
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**REFERENCES**

Available on request.





## SECTION 5: INFORMATION YOUR CV SHOULD CONTAIN

### Personal Details

<b>Name:</b>	
<b>Address:</b>	
<b>Postcode:</b>	
<b>Telephone:</b>	
<b>Mobile:</b>	
<b>Email:</b>	

### Personal Profile





## Employment History

**Current or Last Job**

<b>Employer's name:</b>	
<b>Start and end dates:</b>	
<b>Job title:</b>	
<b>Main responsibilities, tasks, achievements:</b>	

**Previous Job**

<b>Employer's name:</b>	
<b>Start and end dates:</b>	
<b>Job title:</b>	
<b>Main responsibilities, tasks, achievements:</b>	

**Previous Job**

<b>Employer's Name:</b>	
<b>Start and Finish dates:</b>	
<b>Job Title:</b>	
<b>Main Responsibilities, Tasks, Achievements:</b>	





## Education and Qualifications

School/College Learning Provider	Date	Qualifications Gained

## Training Courses

Subject Studied	Date	Qualifications Gained

Any interests, hobbies and other information:



## SECTION 6: GENERATE A PERSONAL PROFILE

### Personal Profiles

The profile is a summary of your main selling points. It aims to grab the attention of the reader from the start and encourage them to read on (most recruiters only spend a few seconds on a CV so make the first few lines count.) Your CV will be targeted towards the jobs or type of work you are applying for. Your profile will be supported by a list of your best skills – up to six bullet pointed skills and achievements.

***These are examples for inspiration only. Ensure your personal profile says what is special about you!***

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An enthusiastic, self-motivated individual who always strives to achieve a very high standard in whatever tasks I am given. Can motivate others with proven leadership qualities within a team environment. Experience and understanding of the importance of good customer service.

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A conscientious, punctual and hardworking person capable of working alone or with others in a group. I have a full driving licence and I am seeking a job where I can use my driving skills.

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My personal strengths include determination, generosity, consideration for others and the ability to use my initiative. I am able to talk to a variety of people and can explain my ideas clearly. I am honest, trustworthy, have a good sense of humour and try to see things from other people's point of view.

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A highly qualified experienced electrical and electronic engineer who is computer literate and able to work on his own initiative. A good team member with multi-level communication skills.

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I am a hardworking young person who is reliable and punctual. I am willing and keen to learn new skills. I enjoy working with others, but I am capable of working alone also. I am enthusiastic and quick to learn. I have had some work experience and have always been able to cope with challenging situations.

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An experienced Account Administrator who works well under pressure to consistently meet strict deadlines. Enjoys working as part of a team or on own initiative using effective communication skills to achieve objectives.

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**SECTION 7: IDENTIFY YOUR KEY SKILLS AND ACHIEVEMENTS**

It is important that you are aware of the skills that you have and that you can demonstrate these to an employer. You should select up to six of your strongest skills that are most relevant to the job or type of work you are applying for. They should be bullet-pointed at the start of your CV (after your profile) and show, at a glance, that you have what it takes to do the job you are applying for.

**Shown below are some examples of skills that you may have used either at work or at home**

People Based Skills
Explaining things to people
Dealing with complaints or enquiries
Organizing People
Putting people at ease
Talking and listening to people
Selling, persuading, negotiating
Motivating others
Being supportive to people
Managing, supervising or leading
Working effectively in a team

Practical Skills
Diagnosing faults and testing equipment
Using a keyboard
Training or tutoring precision and speed
Using hand tools
Operating powered equipment
Maintaining equipment or machinery
Being creative/artistic
Mending and repairing equipment
Using a telephone
Using IT- Word processing, databases, spreadsheets and internet

Thinking Skills
Coming up with new ideas
Evaluating different ideas
Thinking of improvements
Planning ahead and setting goals
Developing other people's ideas
Sizing up a situation quickly
Deciding between different situations
Developing projects and ideas
Problem solving
Continuous Improvement

Numerical, Date, Information Skills
Keeping accurate records
Making accurate measurements
Using numbers accurately
Working out costs and budgeting
Checking information for accuracy
Writing letters, memos and reports
Researching information
Organising paperwork systems
Providing information verbally or in writing
Extracting information from reports, books courses of action or manuals





## SECTION 8: COMMON MISTAKES WITH A CV

Before you prepare your CV, bear in mind some of the most common mistakes:

### **Poor presentation**

Overcrowded layout, poor quality photocopy, low quality paper, not divided into easy-to-read sections.

### **Disorganised and poorly sequenced**

Employment details arranged haphazardly with periods of time not accounted for, information recorded in the wrong sections.

### **Too long**

Includes irrelevant details and perhaps too much detail. Includes information that might discourage an employer i.e. age, health, salary expectations and time unemployed.

### **Too general**

The personal profile could apply to almost anybody; it says nothing special about the person. Uses jargon, abbreviations, complicated sentences and words.

### **Too glossy**

Unnecessary use of coloured paper and over-elaborate format.

### **Includes mistakes**

The CV has not been checked for errors in grammar, spelling and typing.

### **Travels alone**

It is not accompanied by a letter of application.



**Words to Describe Yourself (Adjectives)**

Feel confident in your positive qualities.

**Effective Qualities**

Accomplished	Dependable	Initiator	Personable
Achiever	Devoted	Insightful	Persuasive
Active	Diplomatic	Intelligent	Pleasant
Adaptable	Direct	Intuitive	Positive
Adept	Dynamic	Inventive	Powerful
Ambitious	Easy going	Knowledgeable	Practical
Analytical	Enterprising	Leader	Proactive
Articulate	Enthusiastic	Logical	Productive
Assertive	Exciting	Loyal	Professional
Attentive	Facilitator	Mature	Quality
Balanced	Fast	Mediator	Realistic
Broad-minded	Flexible	Methodical	Reliable
Candid	Focused	Modest	Resourceful
Cheerful	Friendly	Motivated	Respectful
Committed	Fun	Objective	Responsible
Communicative	Generous	Open-minded	Results-driven
Compassionate	Genuine	Optimistic	Self-disciplined
Confident	Good listener	Organised	Self-reliant
Conscientious	Hard-working	Original	Sensible
Consistent	Helpful	Outgoing	Sincere
Constructive	Honest	Particular	Skilled
Cooperative	Imaginative	Passionate	Sociable
Courageous	Independent	Patient	Social consciousness
Creative	Individual	Perceptive	Solid
Customer-oriented	Industrious	Persistent	Sophisticated





Stable	Team Player	Trustworthy	Warm
Strong	Tenacious	Understanding	With integrity
Successful	Thoughtful	Unselfish	
Tactful	Tolerant	Upbeat	
Talented	Traditional	Vibrant	





## 10 tips for boosting your confidence during the job search

### 1 Have faith in yourself

If you haven't looked for a job in a long time, you're probably nervous about starting. You are possibly overwhelmed with all the steps you need to take in order to find employment. Yes, you have competition, but don't let that scare you. Your focus should always be on what you *can* do. You can't control your competition and in most cases, you won't even know who they are. Concentrate on yourself and in creating a powerful "door-opener" resume, a cover letter that knocks their socks off, and practise, practise, practise for the interview anticipating every question you can think of.

### 2 Imagine yourself as the answer to someone's prayers

You deserve to get the job. Why shouldn't it be you? There is an employer out there somewhere who is looking for you as you are reading this. All you have to do is find each other. And when you connect for the first time, whether by CV, email, telephone or in person, you have earned an opportunity to tell them - and maybe even demonstrate - what you are capable of doing. You become the answer to someone's prayers!

### 3 No pain, no gain

You didn't think the job search would be easy, did you? Looking for a job is a big commitment. Finding what you're looking for won't happen overnight. You will need to put in the time before you can reap the benefits and that includes developing a marketing plan, preparing a CV, and networking with anyone who can potentially help you.

### 4 They are probably nervous too

It may not have occurred to you, but there is a good chance that the interviewer is also nervous, especially those who are inexperienced. Boost your self-confidence by focusing on your credentials and how you can meet the employer's needs. And don't be intimidated by the interviewer regardless of their position in the company. Hold your head high and confidently answer each question.

### 5 Practise, practise, practise

Nothing builds confidence quicker than practising interviews. You practise every time you interview, but it should start before you are called for a telephone or face to face interview. If you have done your homework, you have practised answering questions out loud with a friend or to yourself. With especially difficult questions like, "Can you share with me one of your weaknesses?" you may want to write out your answer, memorize it and then practise until your answer sounds natural.



**6 Be aware of the language of confidence**

What language are we talking about? It's the English language, but spoken with confidence. It's about being able to express yourself without hesitation. It's also about good eye contact and turning questions into statements. People who lack self-confidence often turn statements into questions. For example, "I'm not really sure what I bring to the table now that we've talked further, do you think I would be a good fit?" Turn that question into, "I'd like to learn more about the job responsibilities, but based on what you've told me so far, I know that I would be a perfect match for the job." Never look for reassurance from the interviewer; your job is to confidently assure him or her that you are exactly what they are looking for!

**7 Create a winning image**

When you look good you feel good. You've heard the expression, "You never get a second chance to make a good first impression." What you wear to the interview definitely impacts your self-confidence. If you don't like how you look, it shows. Begin by finding out what you are expected to wear. If the interviewer tips you off by suggesting that you dress "business casual," do as you've been told. Your overall look should reflect confidence and capability.

**8 Don't talk too much or too little**

People who lack self-confidence can often talk too much or too little. Nervousness sometimes causes out of control chatter or rambling. It can also make people clam up. You need a balance. Building confidence comes with practice. The more opportunities you have to interview, whether in mock interviews or the real thing, the better your chances of controlling your nervousness and exuding confidence during the job interview.

**9 Don't be shy about asking for the job**

When the interview comes to a close, the interviewer typically asks if you have anything else to add. Even if she doesn't ask, be sure it's clear that you are definitely interested in the job and know that you could meet her expectations. Ask her what happens next. If you've made a good first impression, she may inform you that you will be invited back for a second interview. She may also tell you that she has other people to interview and that she will know more when all interviews are complete. Now is your chance to ask, "May I follow up with you if I don't hear anything by a week from today?" or, "When would it be okay to follow up with you?" These questions leave the door open so that you can call her back without feeling uncomfortable.

**10 E-mail a letter of thanks**

Another way to express confidence is with a "thank you for taking the time to meet with me" email. It can be short and to the point, but it must include several reasons why you are a good fit for the job. It's another opportunity to show that you are still confident that you are the right pick.

In conclusion, your self-confidence is critical to your success during the job interview. If you need a boost - as we all do from time to time – use some of these techniques before and during your job interview.

