

Executive Resume Expertise!

Excerpts from an article by Kim Little

Frequently, executives feel that their status, title and background should speak for itself. They submit resumes that contain only a brief list of responsibilities or worse, documents that merely list the company name and their position title. Without providing clear and remarkable information that outlines bottom-line achievements, these executives may be passed over.

The title of CEO isn't enough for an executive search committee to conclude that the candidate possesses the leadership skills necessary to run a profitable organization. When particular accountability is not quantified within the resume, it can even send up a red flag that suggests that maybe things aren't as they appear. Conversely, when a resume is full of "fluff" without tangible results, the candidate can come across as arrogant and impressed with his or her own title!

The best executive presentation will work based on the following combination of information:

- ◆ **A strong profile or summary statement** that encapsulates the areas of expertise offered, the ability to make profitable contributions and the potential to continue to do so in a new position. This profile statement is frequently the "hook" that is needed in order to encourage a thorough review of the resume.
- ◆ **Powerful verbiage that makes the most out of concise actions**, in effect, marketing the candidate just as a product advertisement would. The best strategy is to include a number of challenge/action/result statements while keeping the writing style on an impressive yet executive level. Show achievements and what made them happen.
- ◆ **An overview of visionary leadership strengths** including the capacity to anticipate needs, manage through change and identify new opportunities (or whatever is relevant to the candidate's own strengths). These statements should translate into tangible records of profitability or revenue while demonstrating a flexible, proactive leadership style.
- ◆ **A strong base of achievements and transferable skills.** Inform the reader about specific experiences in negotiating, merger activities, downsizing, restructuring, market expansion skills – anything that proves you can run a major corporation or division.

No matter what the industry, executive resumes are much more complex than a resume for a mid-manager or entry-level professional, merely because the resume must contain a lot of information. Additionally, when selecting a top executive for an interview, the committee needs to be sure that the candidate is even worthy of a high salary. If the resume comes across as something put together quickly, it cheapens the overall professional impression. Any executive with a very strong commitment to a successful career should realize the importance of making a powerful executive impact the first time – on paper.