

# Writing a Persuasive CV



Today it is not uncommon for a hundred people to respond to an advertisement for a post. The first selection stage is done by CV assessment, which makes the time invested in preparing a CV extremely valuable. A CV is a marketing document. You can choose what to include and what to leave out, but it should reflect your personality and show your experience.

This course takes the form of a workshop in which the components of effective CVs are explored and replicated in exercises focusing on reviewing/creating participant's own CVs. In this hands-on workshop, you will learn and practice proven writing techniques that will help you:

- Create a positive first 'written' impression
- Increase your ability to gain an interview
- Be truthful and present an accurate portrait of yourself focusing on your key message
- Write with the employer in mind, using only the most relevant information about your career, training and skills
- Adapt your CV truthfully for different types of positions or organisations
- Enable your CV to meet the electronic search criteria used by professional recruiters

## Who Will Benefit?

Anyone wanting to update or create a new CV

## Course Outline

- Gathering the relevant information to sell not tell
- Doing a personal stock take
- Analysing the job advert
- Identifying the specific skills required
- Deciding what to include and what to reject
- The reasons CVs are rejected
- Understanding how CVs are used in the recruitment process
- Creating a powerful and compelling introduction
- Presenting your career history
- Making your training, experience and personal skills catch the readers eye
- Dealing with or without qualifications or experience

Continued...



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- Identifying your achievements
- Using hobbies and interests to sell yourself
- Getting the length and layout right
- Different CV layouts
- Giving the reader what they want
- Adapting your CV to the changing times
- Planning a great personalised cover letter
- Prepare your own CV



## Duration

1 Day



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