

CV Case Study: Client looking for that next job; not just the next rung but a job at about the next 10 rungs up!

What was the main reason that I used the 'sort out your CV' service?

The main reason other than getting my dream job, was because the commercial world is so fiercely competitive. Most organisations are looking for an 'A' player – someone that consistently pushes for and achieves results. I really wanted that to come across in my CV. I knew it was the key to getting me through the door, one step nearer to my dream job. My CV needed to stand out from everyone else.

What was my starting point?

I made a definite decision only to apply for the jobs that I wanted and from amongst those I got the job that I really wanted. A long contract coming to the end I chose not to renew. Looking at the options that were open to me within my current company I realised that I wanted what wasn't available to me there. A definite timetable: 6 months to get another job so that my employment record would be continuous. I set my goal and made my plans very single mindedly.

In summary:

I have had a couple of sessions with Halina and they have been absolutely excellent. In the past couple of weeks, she has helped me to get my CV up together along with prospective letters. Truly I never thought that my CV could look as good as it does. And I haven't had to over-egg the truth either!

Not cheap. Definitely get value for money. My new CV on the internet 2 days ago. Result 2 calls already from 2 major banks. I know it is difficult to think about these things right now. Right time to think about oneself as a priority. Lots of telephone support from Halina who is very motivating. What is amazing is that she really makes you feel like she is working with you and no-one else. Absolutely sure that it will end up being the best ROI that I have had in a very long while.

What did the process of sorting out my CV involve?

- A question to ask yourself is: Are you earning what you are worth or are you worth what you earn?
- Opening statement: biog of self, and not positioning of skills, have an exceptionally high achiever looking for next career move. When writing it use first name not definitely not to use 'I'.
- We looked at 2 people who were in fact the same person but I hadn't realised that. Examples were most useful. I was encouraged to ask myself the question – if I was employing or interviewing this person which would I choose. What would stand out positively as well as negatively and what would the implications be?
- Very interesting that there wasn't an emphasis on a job description at all but what I did/achieved. I did this and it enabled me to do 'x' e.g. income generated. A measure and I knew exactly what it all meant. Be specific and state that for example we were 'up from £x to £x against target'. Words like decreased, reduced, increased are all good. Everything has a monetary benefit/cost attached to it to demonstrate one's achievements. Add in budget responsibilities.
- There's the 'putting down' piece which is very interesting. Most people put down their job description. Much better to put down what you do. Much easier for selectors for interview if everything is based on what you do and have done and is qualified and quantified. Then at interview you can be asked relevant questions rather than leaving it to the interviewer/s imagination. The 'putting down' piece keeps one in the competition because there's an affirmation of your worth.
- The 'version' effect works on many levels and helps select the job. It was version 7 that was the key to me getting everything in a job that I had wanted. It demonstrated my worth and the company that employed me was very impressed and have fast tracked me.

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What were the benefits and how did they show up?

- Brilliant exercise to do as it was totally amazing in the outcome. I'd certainly employ her again. Excellent value in all senses.
- Clearly one needs to be able to demonstrate how one stretched oneself; how one achieved the results detailed. And one needs to be one's best PR agency. Vital that one can talk one's CV – this is a need of the highest importance. Core skills and competencies, the facts. What is the value I have added? What is my value added? My new and therefore current boss was very impressed at how I interviewed and talked to my CV.
- Together we created a biog of me. It wasn't what I could do or describing me as a commodity. Career highlights were an excellent way of presenting just what I could do but in a very matter of fact way.
- Working with another person was of huge value. Major investment in me, my future. I asked myself frequently how could a measure be put on a dream job? Outcome: I now have that dream job in a dream location.

The drawbacks from my perspective, what would I change?

- I'd get to version 7 of my CV much quicker!

What did I appreciate most?

- Measured your value; confidence I could apply for a job qualified for beyond my comfort zone. Actual process very useful & replicable.
- Powerful, insightful, challenging questions, helped me formulate my CV.

My advice:

- Preparation is key. Truthfulness is essential. A truthful account certainly helped at interview. Feel proud of your achievements. Be realistic.
- Be really really very specific about what is involved in one's current role.
- Important to include what else one does in addition to one's day job both for the company and outside. Include on-going CPD and interests.
- Apply for what capable of, something that's a challenge and not beyond. To be able to say I can do this and what it will help me to do. What skills do I have and how can I apply them? Work from a perspective of confidence.
- The company needs the person they need hence crucial to research the company inside out so you can discuss confidently from knowledge.
- Self-belief goes a long way. Halina enabled me to tap into, empower mine.

The USP for me:

- This investment definitely best decision when looking for that dream job. I'd invest again to update my CV whether applying for internal promotion or seeking another job. Halina works in a very practical way which means that it was actually all my work, I knew CV inside out.
- It gave me clarity as to what I was worth to another employer. Hugely empowering giving me that precious confidence that we all seek.
- I knew that I was working with a very well-trained coach who had also been credentialed by the International Coach Federation at Professional Certified Coach level. That gave me great confidence that the process would work as well as the exceptional presence that Halina has through which she establishes trust and confidence very quickly.

**To discuss how Halina Jaroszewska can help
email halina@halinajaroszewska.com**

Outstanding Executive Coach | Chosen By High Potential Leaders, Key Teams |
To Deliver Remarkable Results | Inspires Change

Halina helps fast track and aspiring leaders, also key teams, to turn uncertainty into a powerful tool for exponential growth. Her aim is to enable clients to switch surviving into thriving, take business and personal performance to the next level and maximise their potential during challenging times.