

The Role of the Career Counselor in Your Resume

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FEAR, ANXIETY & DEFICIENCIES

Job applicants bring their fears, anxieties, and perceived deficiencies to the preparation of a resume, the pre-employment application form and the oral interview. Likewise, the employer also brings fears and anxieties to the table, including the fear of hiring the wrong person.

EVERYONE WANTS TO WIN

Unfortunately, the recruitment process hinges on decisions made with limited time, insufficient data and without a demonstration of performance. Neither the applicant nor the employer has a foolproof system to guarantee success. No wonder the recruitment process is stressful for the participants on both sides of the table.

WHO IS ON THE APPLICANT'S TEAM?

The employer has a team of consultants and experts for guidance in recruiting new hires. However, the applicant usually does not have expert guidance. A resourceful applicant can get ahead of the competition by including a skilled career counselor on his/her team to assist in preparing an action plan that manages anxieties and resolve fears head on. The career counselor can focus the job seeker, assist the job seeker in targeting companies consistent with the job objective and coach the applicant in presenting skills on paper and in oral interviews.

With respect to the resume specifically, most individuals need help in identifying and communicating transferable skills that are immediately apparent to employers within ten seconds of reading the resume.

DESPITE ALL THE ATTENTION, APPLICANTS AND EMPLOYERS OVERRATE THE RESUME

At best, a resume document is 'hygienic,' using the term coined by psychologist Frederick Hertzberg. There is no guarantee that a 'perfect' resume will result in a job interview. A poorly prepared resume, however, will often eliminate an applicant from consideration altogether.

HAS THE RESUME SEEN ITS LAST DAYS?

Keep in mind that a resume is a document presenting *unverified* statements. The resume may include information such as self-portraits and demographic data that the employer is unable to consider. Some companies require applicants to respond to structured online forms rather than submit resumes. For years, some experts have been advising applicants to avoid resumes when contacting employers. Therefore, it appears there may be a convergence of employers and job applicants ready to bury the resume. Until that time arrives, however, the resume is the method of choice for the applicant and employer.

MAGIC WORDS

Some job seekers define a professional resume as a resume that make them look good. Essentially, this resume is *all hat and no cattle*. The resume is more than a sheet of paper with fancy formatting and the latest action verbs.

RESUMES ARE LIKE SELECTING A WARDROBE

Resumes are very personal and subjective. Speak with ten “experts” or employers about effective resumes and you will get a hundred opinions. Job seeking, including interviewing and using resumes, like dating, may turn on one person and turn off another- but you are the same person.

RESUMES ARE THE TIP OF THE ICEBERG

The resume represents the apex of the pyramid of effort and preparation, the tip of the iceberg. Behind the resume is a ton of preparation. There is a direct correlation between preparation and the applicant’s confidence and success.

TRANSFERABLE SKILLS

The career counselor can be another set of eyes to guide the applicant in *translating skills* and achievements to match the position description expressed by the job objective. The resume is a tangible product of collaborative intervention to flesh out achievement and minimize fear and anxiety. In fact to be effective, assistance from a career counselor must be collaborative and the resume must be yours.