

Writing and effective CV

Personal Development for HSBC

Prepared by: Dr. Philippe J.S. De Brouwer

Honorary Consul of Belgium in Kraków

guest professor at the UJ, AGH, UEK and UW

board member of AGH and ISK

SVP at HSBC in Kraków



Team:

HSBC

Date: 2024-09-05



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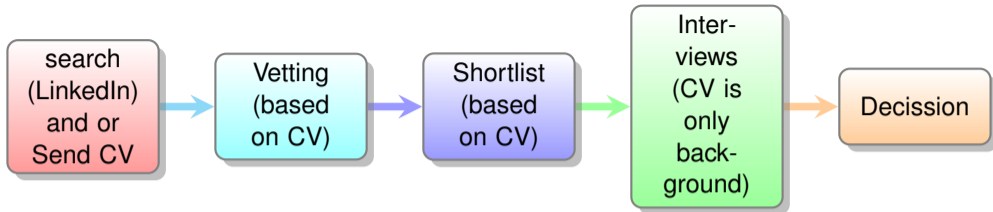
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Table of Contents I

Introduction	4
Do's and Don'ts for a CV	7
Pro tips	20
Link with Interviewing	34
Conclusion	37

Introduction



Are CVs still useful?

Research from testgorilla.com among recruiters shows that:

- ◆ 56% said that CVs were effective
- ◆ 38% said that CVs were not effective
- ◆ 6% were unsure

Do's and Don'ts for a CV

What Makes a Good CV

1. Clear Structure and Formatting

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- 6. Proofreading and Attention to Detail**

What Makes a Bad CV

1. Poor Formatting

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1. **Poor Formatting**
2. **Generic Content**
3. **Too Much or Too Little Information**
4. **Lack of Focus**
5. **Overused Clichés**
6. **Errors and Inaccuracies**

Pro tips

Key Learnings From Data

1. Resumes with a LinkedIn profile have 71% higher callback rates

— source: [CultivatedCulture.com](https://www.cultivatedculture.com)

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4. The ideal CV is between 500 and 600 words — 77% of CVs fell outside this range
5. Fluffy content, buzzwords, clicés, etc. decrease interview rates — 51% of CVs failed this

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Add a LinkedIn profile

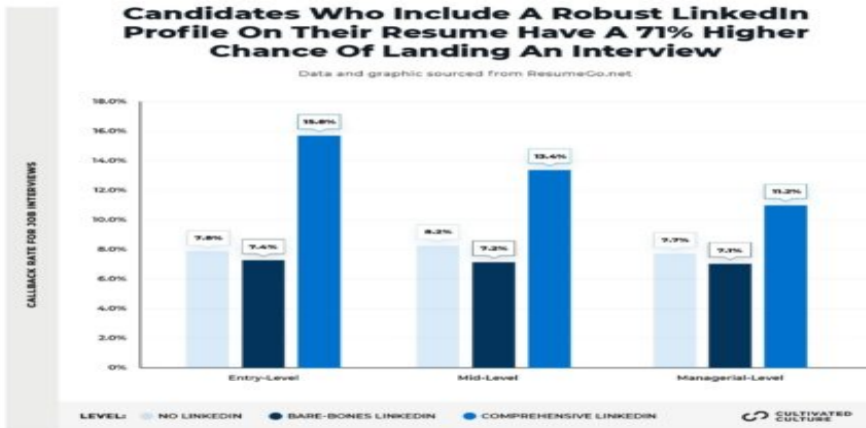


Figure: Adding a link to an empty LinkedIn profile is worse than none, and the advantage decreases with seniority

Keywords are key

- ◆ Many recruiters use LinkedIn and filter on keywords. Applicant tracking systems use keywords to filter skills and experience, sometimes even matched automatically to the JD
 - ◆ job descriptions include on average 37 keywords, add them in your bespoke CV.
- source: cultivatedculture.com

Measurable Metrics

Measurable metrics make the difference.
compare:

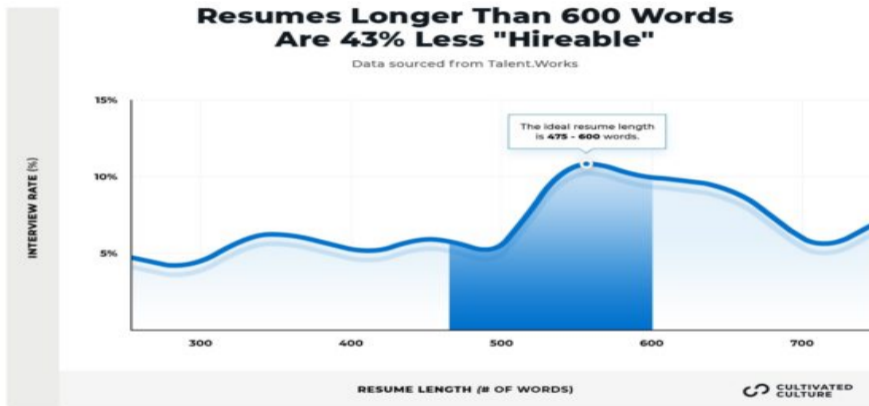
- ◆ “responsible for sales”
- ◆ “increased sales with 10%”

example: the ResyMatch algorithm filters for CVs with at least 5 measurable metrics.

The X-Y-Z Resume Bullet Formula

Accomplished [X: result] as measured by [Y: metric], by doing [Z: action].

The ideal length of a CV is 500 to 600 words



500 to 600 words is ideal— source: cultivatedculture.com

General Tips

1. **Keep It Updated:** Regularly update your CV with new experiences, skills, and certifications.

By following these guidelines, you can create a CV that effectively showcases your qualifications and makes a strong impression on potential employers.

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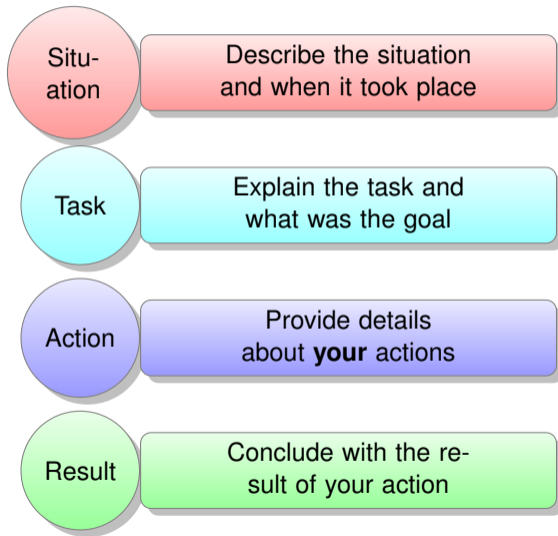
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4. **do network:** mentioning a common previous employer increases callback rates

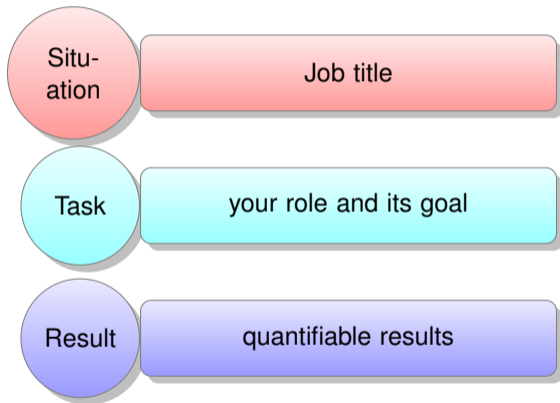
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Link with Interviewing

The STAR model



How to link your CV to the STAR model



The CV is formatted as

Conclusion

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Key Takeways:

- ◆ Include an email address, phone number, and LinkedIn profile on your resume
- ◆ Add relevant keywords and experience from the job description into your resume
- ◆ Use measurable metrics to illustrate your contributions
- ◆ Avoid fluff, acronyms, and clichés when writing your resume – use bullet points
- ◆ Never ever lie