

YOUR SUMMARY STATEMENT (Bob Costello; June 9, 2011)

WHAT NOT TO DO:

"Hard working, forward-thinking, professional and dedicated team player seeking employment with solid company where I can apply my skills and abilities to make a valuable contribution."

The problem:

This isn't unique!

It doesn't describe what the candidate does!

It doesn't differentiate the candidate from millions of others!

WHAT TO DO:

FOUR ELEMENTS (Can you identify all four of these in YOUR statement?)

1. **JOB TITLE** - All of the best summary statements I have seen start with the job title. It guides the reader and lets them know right up front how you can help them. Some resume experts suggest adding this title after your name at the very top of the resume. Both tactics serve the same purpose: guide the reader. Examples include: "Human Resources Generalist", "Certified Project Manager", "Sales manager", etc.
2. **SPEAK TO OUTCOMES** - Where possible, use numbers later on in the document to back this up but tell them what happens to departments or businesses where you are involved. You can't promise success in a job you are seeking and don't yet have, but you can use past success at other companies as an indicator of what a prospective employer can expect from you. If there is a common thread of success, that's your banner headline. "Won contract extensions", "increased sales by X%", "completed projects by an average of X% under budget", etc.
3. **TOUCH ON SKILL SET** -What do you have that others don't, which make you a better asset? Using my skills as a polished presenter, creative problem solver, etc.
4. **SPEAK TO ORGANIZATIONAL FIT** -Are you a strong team player who thrives on camaraderie and competition or an independent, task oriented self-starter? There is a place for both in an organization, so don't pretend you will be content taking orders on the phone all day when you'd rather be out connecting with people (or vice versa). You should tell a prospective employer what type of environment allows you to deliver the greatest return.

EXAMPLE:

A highly creative executive with a unique background in field service, service marketing, logistics management, field service systems, quality processes, and general management in the IBM compatible industry. Demonstrated success in start-up, turn-around, reorganization environments, and in building customer confidence. Excellent team player and team builder, who empowers employees to increase productivity and focus on customer satisfaction.

Title = Executive

Outcomes = successes in start-up, turn-around, etc

Skill Set = field service, marketing, logistics, field service systems, etc

Organizational Fit = team player