HBA Career Management (CM) Resume Assignment

This package will provide you with the necessary information and resources needed to complete the Ivey resume assignment. The information provided below is designed to supplement what was discussed in the "How-To Webinar" and to help you develop an impactful, concise and consistent resume that will serve as one of your most important application documents throughout the HBA program and your career. Application of these tips and resources will allow you to build your impact statements in a way that communicates your skills and experiences effectively.

PURPOSE of your Ivey Resume:

Your Ivey resume will serve as an important tool to communicate your skills and experience to potential employers during the job application process and will be included in the Ivey Resume Database for firms to conduct passive searches to identify candidates for placement opportunities. Your Ivey resume will continue to be a staple in your future recruiting efforts and throughout your career as a working document that you can continue to update as you gain additional experience or your goals change.

Components of a STRONG Resume:

Now that you have watched the "How-To Webinar" you should now understand why a consistent, concise and high-impact resume is important, and how to build a high-impact statement using the ACE model. From here, we want to build on that knowledge to walk through three key resume principles that are important in ensuring your resume, as a whole, is built to be an effective tool in communicating to recruiters and potential employers the skills and experiences you have.

These three key resume principles are:

Make it RELEVANT:

It's important to keep your resume relevant to the firm or industry you are targeting. Leverage your individual research and networking to understand what key transferable skills you should include in your resume. If you are not sure what industry you will be targeting at this point, create a well-rounded resume that pulls in a mix of common transferrable skills.

Consider some of the following questions:

- What is going on in the company or industry that relate to your past experiences?
- What qualities will the successful candidate need to possess?
- What skills does the job posting highlight that you can relate to your previous experiences?

Whether or not you have gained a great deal of experience up to this point – you likely have more transferable skills related to the firms or industries you're targeting. The list of skills below is not exhaustive, but will prompt you to start reflecting on your experiences by answering the questions.

A list to get you started in thinking about your skills……

Achievement Orientation/Results Driven

Have you met/exceeded set performance indicators individually or with others?

Adaptability/Flexibility

Have you ever modified plans/approaches/style to accomplish goals or respond to unexpected obstacles?

Building Relationships

Have you built effective relationships with internal and external stakeholders?

Change Management

Have you ever responded to, identified need for, or supported changes in an internal and/or external environment?

Communication

Have you wrote and/or presented ideas or information to internal and external stakeholders in a clear and convincing manner?

Have you facilitated an open exchange of ideas or information between individuals/groups?

Customer or Client Focus

Have you established and maintained working relationships with clients by understanding and responding to needs?

Impact & Influence

Have you gained commitment by influencing others through presenting your position, negotiating and/or persisting against resistance?

Initiative

Have you proactively sought new opportunities, identified potential problems, and/or put forward new ideas without being asked?

Innovation & Creativity

Have you ever generated, suggested, or implemented a new approach, solution and/or method that positively affected performance?

Leadership

Have you guided individuals toward a common goal or task by planning, delegating, inspiring confidence, and/or constructively reviewing performance?

Problem Solving/Critical Thinking

Have you arrived at effective solutions by reviewing/analyzing facts and data and evaluating options?

Teamwork

Have you collaborated with others by contributing to team efforts and acknowledging the contribution of all members to achieve identified goals?

Decision Making

Have you made well-informed, timely decisions by considering alternatives and implications?

Once you have thought about and determined what transferable skills you want to include in your resume, building a **competency grid** can help uncover how and when you have demonstrated these skills.

SKILL	EXPERIENCE	SCHOOL	VOLUNTEER/EXTRA CURRICULAR
Leadership	Summer camp leader for 10-15 campers	Peer-elected co-president of Accounting Club	Team captain for a recreational volleyball team
Collaboration	Developed camp programming alongside other camp leaders		Partnered with other volunteers to raise money for Canadian Cancer Society
Analytical	Analyzed sales data to improve company strategy		

Make it ACCOMPLISHMENT-ORIENTED:

Consider what you want recruiters/firms to know about you. Think about your past experiences, what you have accomplished and how. Frame your experiences, skills, qualifications and knowledge in a way that is relevant to the firm/industry/role, highlighting that you have completed these tasks with excellence.

To achieve this, use the **ACE MODEL** below to help you build strong and effective bullet points, also known as impact statements.

ACTION

SKILL FOCUSED, ASK:
- What skill did I gain through the task/project/situation?

Tip: reference the action verbs provided in this document to help you get started

CONTEXT

PROVIDING SCOPE AND REASONING, ASK:
- How/why did I do this?
- Who was involved?
- Why was this important?
- What did I do?

Tip: consider using words like by, which, in order to, including and through

END RESULT

THE IMPACT/OUTCOME, ASK:
- How did my action affect the overall organization, department or cohort I mention in my context?
- What would the difference in impact be if the action was done ineffectively, or not at all?

Tip: be sure that your end result relates back to the action and context provided

Each statement or bullet should demonstrate **one skill**. If done correctly, the bullet point or impact statement will demonstrate what you did, how you accomplished it and what the impact or result was.

To further highlight the value of having complete impact statements, note the difference in the original statement to the revised impact statement below.

Original Impact Statement:

> Greeted customers and performed daily banking transactions to meet sales goals.

Revised Impact Statement:

> Engaged clients through face-to-face interaction by analyzing customer transaction history and educating individuals on products better suited to financial needs; efforts contributed to the branch's regional performance index of 93%.

As you can see, the revised statement builds on the original information to provide the reader with a much more complete sense of the individual's efforts and accomplishments.

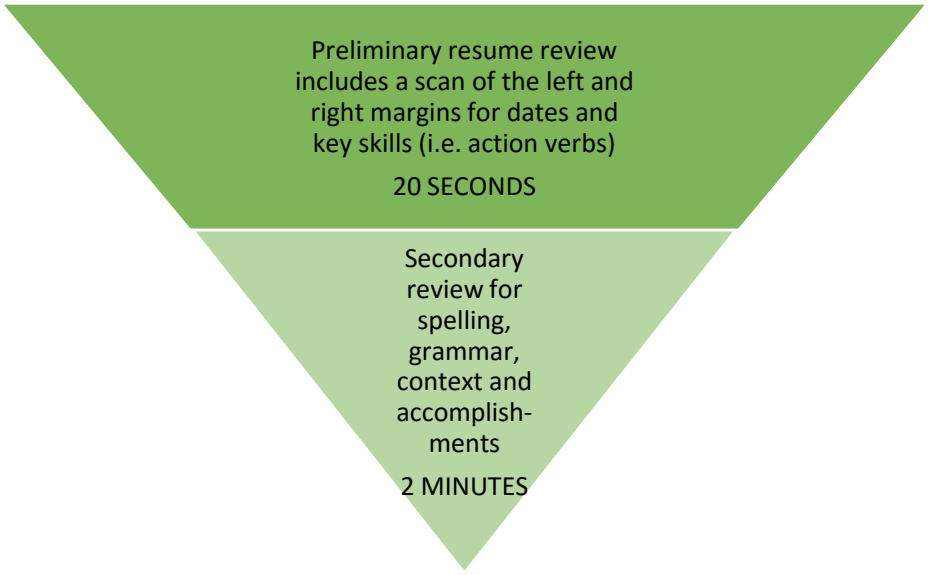
While you will find a strategy that works best for you to develop your impact statements, it can be beneficial to break down the statement into each of the major components. You may find you know the result before the action or context. Building these statements in a non-linear fashion can help to ensure all components are included. Begin jotting down each of the components, asking yourself the questions included in the ACE model earlier in this document. From there, start to put the components together to create a high-impact, concise and consistent statement.

ACTION	CONTEXT	END RESULT/IMPACT
Leadership: Led	WHO: groups of 10-15 campers HOW: instructed daily activities, encouraged participation	Campers were more engaged and satisfied
Led groups of 10-15 campers by instructing on the day's activities and supporting camper participation; enhanced engagement and overall satisfaction.		
Analysis: Analyzed	WHAT: sales data HOW: using company reports and Excel WHY: determine sales strategy recommendations for management	Changed company sales strategies
Analyzed company sales reports using Excel to identify sales strategy recommendations; presented to management team, leading to the implementation of new strategies to optimize sales.		

A list of action verbs to get you started is included at the end of this document.

Make it EASY-TO-READ:

Based on the volume of applications recruiters receive for each posting, time spent reviewing each resume is limited:



Use some of the following guidelines to ensure your resume stands out during the resume screening process:

- One page in length and uses the Ivey template
- Incorporate white space and use a reasonable font (10-12pt) so the reader is not overwhelmed
- Use clear and succinct impact statements for easy skimming
- Avoid technical jargon and make every word count—avoid wordiness and redundancy
- Write out numbers between one and nine, but use numerals for 10 and above
- Always proofread to check spelling and grammar

Below are some additional resources to review prior to creating your resume. What you will find is a checklist that you can use as a guideline to ensure your resume is strong and meets the required elements of the Resume Assignment before submitting it for feedback, with the last resource being a list of action verbs to help you in developing strong impact statements.

Ivey Resume Checklist

Five Essentials –	☑
1. One page in length & followed the Ivey template	
2. No spelling or grammar mistakes	
3. Sections (Education/Work Experience/Activities & Interests) are listed in **reverse** chronological order (most recent within each section listed first)	
4. No use of first-person personal pronouns/possessives (me, my, myself, I)	
5. No use of periods within impact statements creating multiple sentences	
Content	
No use of personal pronouns (our, we, they, them, their, this, these, those and its)	
No incomplete impact statements; one or more statements do not incorporate the elements highlighted on the reverse **(i.e. ACE model)**	
Contains LinkedIn URL within contact information	
No use of abbreviations/acronyms (ex: CSC, ICP, SDC, HBAA, etc.) without also providing full definition of abbreviation/acronym	
No use of future/present tense in impact statements/bullet points (all statements should be framed in past tense)	
Missing action verb (initiate bullet points/impact statements with action words)	
Formatting	
Information presented in **no more** than three primary resume sections (Education | Work Experience | Activities & Interests)	
Appropriate sized font used throughout (10pt-12pt)	
Correct presentation or formatting of degree/program title (i.e. Bachelor of Arts, Honors Business Administration)	
Consistent use of font size/style for section headings and within sections	
Consistent use of bolding/italicizing	
Consistent use of periods at the end of bulleted points/impact statements	
Consistent spacing before and/or after section headings or within sections	
Consistent formatting of dates (properly **right aligned**, consistent size, no use of months within dates – 'Summer' is acceptable)	
Consistent formatting of locations/geographic reference for Education/Work Experience	
Appropriate use of bullets or indenting (avoid more than one style, imbedding bullets within bullets, using symbols as bullets)	
No use of graphics, colour, or shading on resume and/or ineffective use of white space (text too crowded or far apart)	

Action Verb List by Major Skill Set

While this list does not contain all action verbs that can be used, it should help you get started. Think about the transferrable skill you want to highlight and choose a word that is best suited for the experience.

Analytical & Problem-Solving

Adapted	Defined	Diagnosed	Improvised	Structured
Aligned	Computed	Discovered	Installed	Reconciled
Analyzed	Conceptualized	Dispensed	Integrated	Researched
Appraised	Conducted	Distributed	Introduced	Resolved
Assessed	Consolidated	Divested	Invented	Solved
Audited	Constructed	Documented	Leveraged	Strategized
Balanced	Crafted	Drafted	Measured	Synthesized
Benchmarked	Created	Engineered	Modeled	Tabulated
Budgeted	Customized	Evaluated	Modified	Targeted
Built	Designed	Examined	Outlined	Tested
Calculated	Detected	Financed	Outsourced	Troubleshot
Catalogued	Determined	Forecasted	Piloted	Uncovered
Collected	Developed	Formulated	Prepared	Verified
Compared	Devised	Hypothesized	Pinpointed	
Complied	Estimated	Identified	Projected	

Communications & Interpersonal Skills

Addressed	Communicated	Handled	Mediated	Published
Advised	Compelled	Influenced	Moderated	Recommended
Advocated	Contacted	Informed	Negotiated	Reconciled
Alerted	Conversed	Instructed	Observed	Recruited
Arbitrated	Convinced	Interpreted	Persuaded	Solicited
Arranged	Corresponded	Judged	Prescribed	Spoke
Articulated	Developed	Justified	Presented	Surveyed
Authored	Drafted	Lectured	Promoted	Translated
Briefed	Edited	Listened	Proposed	Verbalized
Clarified	Emailed	Marketed	Publicized	Wrote

Leadership & Initiative

Administered	Deployed	Guided	Motivated	Restructured
Appointed	Directed	Headed	Nurtured	Retained
Approved	Educated	Hired	Officiated	Reviewed
Authorized	Encouraged	Implemented	Orchestrated	Scheduled
Catalyst	Energized	Initiated	Organized	Spearheaded
Chaired	Enforced	Innovated	Oriented	Strengthened
Challenged	Established	Inspired	Outsourced	Supervised
Championed	Executed	Instituted	Oversaw	Supported
Coached	Facilitated	Interviewed	Perceived	Taught
Completed	Focused	Invented	Prioritized	Trained
Counseled	Forged	Led	Recruited	Transitioned
Cultivated	Founded	Managed	Planned	United
Delegated	Generated	Masterminded	Rebuilt	
Delivered	Governed	Mentored	Reorganized	

Results Oriented

Accelerated	Decreased	Extended	Procured	Revitalized
Accomplished	Doubled	Finalized	Produced	Saved
Achieved	Downsized	Grew	Purchased	Streamlined
Acquired	Eliminated	Improved	Raised	Surpassed
Advanced	Enhanced	Increased	Reduced	Turned around
Awarded	Enlarged	Optimized	Re-invented	Tripled
Changed	Exceeded	Outperformed	Rejuvenated	Updated
Closed deal	Expanded	Penetrated	Revamped	Upgraded
Cut	Expedited	Predicted	Reversed	Won

Teamwork

Accompanied	Combined	Co-ran	Partnered
Co-authored	Contributed	Incorporated	Pooled
Co-edited	Cooperated	Integrated	Shared
Co-founded	Coordinated	Joined forces	Teamed up
Co-led	Co-presented	Liaised	Unified
Collaborated	Co-published	Participated	