

# WHAT'S YOUR STORY?

NEW YEAR, NEW YOU

Writing Your Professional Narrative

*Presented by*

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# INTRODUCTION

*How do you cut through the job  
search clutter?*

**Tell Your Story**



# DEVELOPING YOUR STORY

*How do you tell  
your professional story?*

**Your resume**

...and cover letter. Here we will focus on resumes.



# DEVELOPING YOUR STORY

*What do you know about  
resumes?*

Let's find out...



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# FACT OR FICTION?

Icebreaker—Let's Play!

# FACT OR FICTION?

My resume is a  
historical document.



# FACT OR FICTION?

My resume is a  
historical document.

**Fiction!**

It's only a historical document if you haven't  
updated it.



# FACT OR FICTION?

My resume should include every position I've ever held.





# FACT OR FICTION?

My resume should include every position I've ever held.

**Fiction!**

Your resume should only include the positions relevant to your next desired position and/or experience within the last 10–15 years.



# FACT OR FICTION?

Volunteer work and side hustles  
don't count as  
“work experience”.



# FACT OR FICTION?

Volunteer work and side hustles  
don't count as  
“work experience”.

**Fiction!**

Almost all life experience can be considered work  
experience under the right conditions.



# FACT OR FICTION?

I need a different resume for  
each job I apply to.



# FACT OR FICTION?

I need a different resume for  
each job I apply to.

Fact!

But it's not as taxing as it sounds.



# FACT OR FICTION?

My resume is a  
marketing tool.



# FACT OR FICTION?

My resume is a  
marketing tool.

Fact!

More on this in the next slides...





# YOUR RESUME

What it's really for...



# MARKETING: SELF PROMOTION

## ○ Resume as marketing tool

- *Marketing* is defined by the American Marketing Association as “the activity... and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”



# WHAT ARE YOU MARKETING?

## ○ You!

- Welcome to sales and marketing!
- You are the “offering of value” in the job market

## ○ Your Resume

- A summary of your professional story.

## ○ You are the heroine!

- Don't be afraid or ashamed to step into the role.  
This is your place to shine!



# WHAT DOES YOUR RESUME SAY ABOUT YOU?

- Data vs. Information
  - People share data thinking that it's information
  - We have to present data in the right way to help communicate the information we want others to understand
- How do we communicate information?
  - By providing the right data in the right way



# WHAT IS THE RIGHT DATA?

- Accurate
- Timely
- Relevant
  - To context
  - To subject
- Just sufficient
- Worth its cost

\*Thank you Processes, Systems, and Information: An Intro to MIS by Earl H. McKinney, Jr. and David M. Kroenke for the characteristics of quality data.



# WHAT IS THE RIGHT DATA?

## ○ Accurate

- For others to get the right idea about you, your descriptive data must be accurate, correct, and complete.

## ○ Timely

- The content of your resume must apply to the time in which you are using it—not fifteen years ago.



# WHAT IS THE RIGHT DATA?

## ○ Relevant

- To context
  - The content must be appropriate for the purpose: the intended position
    - What is the position?
    - What are the requirements of that position?
- To subject
  - The content must be appropriate for the audience: the intended reader
    - Who will be assessing your resume?
    - What do they need to know?



# WHAT IS THE RIGHT DATA?

## ○ Just sufficient

- Only as much data as is necessary
  - Don't under share, but don't over share.
  - Timely and relevant data only

## ○ Worth its cost

- the reader's time, and
- the salary request you are making



# WHAT IS THE RIGHT WAY?

Determine the value of your data

Then

Devise an engaging and relevant way to  
turn your data into a story





# WHAT IS THE VALUE OF MY DATA?

- Candidate searches are expensive.
- Calculate how you can make HR's life easier.
- Save HR time by asking yourself:
  - What are the requirements?
  - Does my data reflect them?
  - Is my data flow logical and concise?
  - Is all of the relevant data there?



# HOW DO I TELL MY STORY?

- Calm down, focus
- Find your words

Remember this is about you

AND

You are important



# HOW DO I TELL MY STORY?

- Calm down—BREATHE
  - Don't let the stress of job searching get the better of you
- Find your words
  - You know what you do, you just need to find the words to explain it
- Let fear and doubt go
  - Fight against Imposter Syndrome
- Focus—on the TRUTH



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# TELLING YOUR STORY

Put Your Best Foot Forward

# TOP 5 RESUME DO'S

1. Do concentrate on most relevant information.
  - o pertinent to the specific position in that specific company at this specific time
2. Do quantify your contributions.
  - o Give relevant statistics. Numbers are so helpful! Think about percentages and comparisons.
3. Do limit your work history (10 – 15 years).
4. Do express yourself clearly and concisely.
5. Do check for typos and inconsistencies.



# TOP 5 RESUME DON'TS

1. Don't rely on only your work duties.
2. Don't exceed 1 to 2 pages.
3. Don't have typos or errors in information.
4. Don't worry about being a braggart.
5. Don't lie!
  - Don't stretch the truth or exaggerate.
  - Don't shrink, undersell, or minimize.



# TOP 5 RESUME MUST HAVE'S

1. Professional Summary (NOT Objective!)
2. Relevant Skills (especially *technology*)
3. Correct Dates (*background check* proof!)
4. Relevant Work History (even volunteer)
5. Achievements *and* Duties (not *only* duties)



# UNDERSTAND YOUR SKILLS

## ○ Hard Skills

- Specific, quantifiable, teachable **abilities** that can be defined and measured
  - “IQ” or Intelligence Quotient
    - i.e., typing, writing, math, reading and operating a machine or programs, foreign language proficiency

## ○ Soft Skills

- character **traits** and interpersonal skills that characterize your relationships with other people
  - “EQ” or Emotional Intelligence Quotient
    - i.e., *listening*, teamwork, flexibility, patience, persuasion etiquette, and time management





# KEMPS' GOLDEN RULE

Be yourself!

Not the “perfect” candidate you *think* HR  
reps are seeking.

Put *your* personality, proficiencies, and  
performance ability at the forefront  
and let the proof be in the pudding.



# TOP 5 RESUME HABITS FOR WOMEN

- Understand what you actually do
- Know the value of your work
- Tout your accomplishments
- Track your numbers
- Speak up



# TELL YOUR STORY

You are your own best advocate.

Your work has value.

Your story is interesting.

Tell it like you think so, too.



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# FAQS AND Q&A

# FAQs

*What's important in writing and updating my resume?*

- Relevant quantified contributions

- Remember: What you do daily at work is normal for you, but no one else knows what you actually do.



# FAQs

*How do I address potential ageism in my resume?*

- Watch your dates
  - Focus on relevant, current info
  - Consider omitting information more than a decade old
  - Feel free to omit your graduation dates



# FAQs

## *How do I address gaps in my timeline?*

- Be honest, but don't over share
  - Consider why the gaps are there: Did you go to school? Were you a caregiver? Were you traveling?
  - Now, figure out how to be honest about those events and what skills you learned from them.



# FAQS

*How should I address vague requirements in a job posting?*

- Find out more!
  - How can you apply for a position you know nothing about?
  - Do your research.





# FAQs

*Should I even bother applying online or simply network?*

## ○ Both!

- Apply online...
  - You'll probably have to do it anyway.
  - Embrace online boards
- Be Social
  - Make it known that you are looking
  - Embrace social media and professional networks

*More than 94 percent businesses use LinkedIn to recruit, and 80 percent of job seekers use social media to find jobs.*



WHEN IN DOUBT... CALL ME!

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