

Building a Compelling Resume and Professional Story That Presents You At Your Best



Kathy Caprino, MA.
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Today's Learning Objectives

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- 1) Top resume blunders to avoid
- 2) Why telling your compelling story is critical
- 3) What's in the way of your identifying and honoring your talents and gifts
- 4) The importance of a powerful support community
- 5) How to acquire a mentor and sponsor
- 6) The power of LinkedIn and social media
- 7) How to get out there and tell your story

Top 10 Resume Blunders

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#1: A cluttered presentation

#2: Task-heavy content

#3: Missing metrics

#4: A “career objective” on page 1

#5: Ineffective storytelling

Top 10 Resume Blunders

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#6: Passive, weak language.

#7: Errors in spelling, grammar and punctuation

#8: Unprofessional email address

#9: Including exit story for former jobs

#10: Unattractive design/font

(See last page for a link to Kathy's Resume Guide for more info)

Why you need to BRAG

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1. No matter what field, it's a highly competitive world
2. Confidence is critical – you must know what you're great at
3. You have to SPEAK about what you're great at
4. Promotion and recognition won't fall in your lap
5. The energy of how you share about yourself speaks volumes



Read [*How to Brag Without the Backlash*](#), on Forbes

What holds you back

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- Subconscious negativity
- Shyness and insecurity
- Cultural training
- Confusion and vagueness
- Lack of direction
- Fear of pursuing the direction you want
- Naysayers and critics
- Shame about past problems and issues



A New, More Compelling Story

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Reframe – fits the facts equally well but allows for more possibility and expansion

Old Story:

About how you blew it, or you're not enough, or it's impossible

New Story:

Everything is right now what it's supposed to be. Now you're ready for more and you will take everything you've learned to build more success

YOUR STORY: Think about why you are capable of what you dream of doing, and how it connects the dots of everything you've done and cared about.

11 Questions to figure out what lights you up

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1. What do you read, watch, listen to, follow?
2. What agitates and upsets you in the world and compels you to DO something?
3. Where are the people who inspire and uplift you? What are they focused on?
4. If you could take one college level course for free on anything at all, what would it be?
5. Where do you want to help others?



11 Questions to figure out what lights you up

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1. What “mess” can be turned into a “message? ”
2. What skill or talent do you wish you had, that would be exciting to pursue?
3. What area do you secretly fantasize about being involved in but feel foolish to say it out loud?
4. If you knew you couldn't fail and it would all work out beautifully (financially and otherwise), what would you try?
5. What did you adore doing as a child that you've let slip through your fingertips?
6. What (or who) holds you back most from pursuing what excites you most?

Envisioning Better

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- 1. I want to _____ (ex: help women overcome their challenges)**
- 2. I want work that allows me to _____ (ex: feel valuable for what I have to offer and comfortable in my skin)**
- 3. I want to work with people who _____ (ex: I respect and who get me)**
- 4. I want to work in order to _____ (ex: improve women's lives)**
- 5. I want to make use of my natural talents which are _____ (ex: marketing, writing, communicating, solving problems, helping people grow, breaking down fear and chaos)**

Now you do it!

See Kathy's book [*Breakdown Breakthrough*](#) for more

Build Your Compelling Story

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1. What are the key themes?
2. Illustrate those themes in every job
3. Emphasize what you want to do more of
4. Address the “gaps” and the “problems” proactively – have an explanation that you’re confident to share
5. Use “bragologues” (see Peggy Klaus’ book *BRAG*)
6. Metrics and measures are critical
7. Tell an engaging story that covers who, how, why

Top Strategies from A Power Connector

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Read Judy Robinett's new book: *How to Be A Power Connector*

1. Start with “How can I help you?”
2. Ask “Who else do you know that I should talk to?”
3. If you're not succeeding, you're in the wrong room.
4. Stranger danger is a fallacy. You're an adult.
5. People must know, like and trust you before share their social capital.
6. Create a wide, deep and robust network of your Key 50 that you nurture.
7. Rule of 2: Give two favors before asking.
8. Introductions are your most valuable commodities, so only curate win-win connections.
9. Engage in acts of kindness and generosity.

Where Can I Find Support?

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Find helpers:

- ✓ **Role model**
- ✓ **Mentor**
- ✓ **Sponsor**

Develop a coaching buddy

- **Strengthen your relationships**
- **Ask for help**

Mentorship and Sponsorship

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Mentor vs. Sponsor –

Both provide guidance, advice, support. Sponsor also has influence and clout to open doors.

How to Find:

- 1. Ask yourself what you want in a mentor or sponsor.**
- 2. Never ask, “Will you be my mentor.”**
- 3. Check your employer’s human resources department for mentoring program.**
- 4. Build relationships in and outside the office.**

Mentorship and Sponsorship

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- 5. Practice your “Why Me” speech.**
- 6. Be clear how they can help you.**
- 7. Continually do something for them.**
- 8. Be a mentor yourself.**
- 9. Listen, learn and be open.**
- 10. Make it worth their while.**

(Read [*How to Find a Mentor*](#) by Kerry Hannon, Forbes)

Be a Great Mentee

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Key behaviors for a mentee or advisee:

- Contribute at the highest level possible
- Do what you say you will
- Strive for exceptional leadership and managerial excellence
- Promote values that are in alignment with your mentor/sponsor and their brand
- Provide something important that your sponsor needs

The Power of LinkedIn and Social Media

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LinkedIn is Essential!

1. Smiling, professional photo
2. Tagline that's more than your current job
3. Summary that's powerful and ties it together
4. Feature accomplishments, not tasks
5. Connect with everyone you admire and like
6. Endorse and recommend
7. Join groups, discussions
8. Add your unique voice

Networking

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1. Interview extensively
2. Networking meetings
3. Reach out to old & new colleagues
4. Twitter, FB, LI
5. Association meetings
6. Comment on group discussions
7. Thought leadership
8. Reach out to influencers



Get Out There!

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Build a Loving, Supportive Tribe

1. Be other focused
2. Add value and be of service
3. Tap into your kindness and giving spirit
4. Be selective
5. Give first
6. Use all tools and avenues available to you

5 Steps to Life and Career Change!

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1. **STEP BACK** – What is your situation telling you?
2. **LET GO** – Of the thinking and patterns keeping you stuck.
3. **SAY YES!** – What are your compelling visions for the next chapter (what would it look like?)
4. **EXPLORE** – Try on new opportunities and experiences
5. **CREATE IT** – Develop S.M.A.R.T. short-term and long-term goals

Create a S.M.A.R.T plan and commit to it

- Specific
- Measurable
- Achievable
- Realistic
- Timely

Develop 3 key short- and long-term goals

Breakthrough Takeaways

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- ❖ What is your dream for the next stage?
- ❖ How can you tell a more exciting, compelling story about what you've done and what you have to offer?
- ❖ What are you committed to creating in your life and work, starting today?
- ❖ What do you need to let go of today that will allow you to say "YES" to your growth?
- ❖ What concrete action will you take this month to create your breakthrough?
- ❖ Where will you find empowered support?

**Your breakthrough to more compelling professional story –
and exciting outcomes – is here!**

For more info, contact:

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Join Kathy's Amazing Career Project:

www.amazingcareerproject.com

Need a new resume?

Cynthia Hanson

www.writenowresume.com

Recommended Resources

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Resources

[Kathy's Career Path Self-Assessment](#)

[LinkedIn Primer](#)

[The Amazing Career Project](#)

[Resume Guide](#)

Forbes posts:

[The Biggest Mistake Career Changers Make](#)

[How to Find Great Supporters Who Will Nurture Your Growth](#)

[Successful People: The 8 Self-Limiting Behaviors They Avoid](#)

[The Most Misunderstood Issues About Building a Successful Career](#)

[The Clearest Sign You Are Not Ready For More Career Happiness](#)

[Why There Are So Many Terrible Managers in Business Today](#)

[How To Brag Without The Backlash](#)

Books:

***The Four Agreements*, by Don Miguel Ruiz**

***Brag: The Art of Tooting Your Own Horn Without Blowing It*, Peggy Klaus**

***Give and Take*, by Adam Grant**

***Breakdown, Breakthrough*, by Kathy Caprino**

***Tapping Into Wealth*, by Margaret Lynch**

***The Big Leap*, by Gay Hendricks**

***The Energy of Money*, by Maria Nemeth**

***How To Be a Power Connector*, by Judy Robinett**