



The Impact of a Resume

A Coaching Case Study

What happens when you ask the Branch Manager of your bank if he'll make copies of your resume – and he immediately offers you a job?

David has just moved to Florida, looking to re-start a career and soon to be married. He has a successful track record of sales in a variety of settings including automobiles and real estate. But the job market (pre-COVID) and the relocation presents many of the typical challenges of a job search where, likely, an application or resume is one in hundreds or even thousands.

As a family friend for over a decade, I offered to coach David on his job search, primarily to develop a resume that would make his sales accomplishments in different settings stand out. I also had the information from his CliftonStrengths and MBTI assessments. My initial reaction to his CliftonStrengths “top five” was that they fit well with what David liked doing – and did well.

- Solving problems – energized by finding solutions: **Restorative**
- Sees visions of what could be: **Futuristic**
- Understand feelings, goals, fears, and dreams: **Relator**
- Goals serve as your compass, helping you determine priorities: **Focus**
- You like contests because they produce a winner: **Competition**

The results from David’s MBTI (Intensive and Career Report) added to this information. His clear preference for Extraversion in an ENTJ type provided “preferred work tasks” highly consistent with his CliftonStrengths: organizing resources to meet deadlines, monitoring progress, making the tough decisions needed to move things along, producing something tangible and concrete, and analyzing problems logically. It also indicated a “working environment” that is hard driving, goal oriented, and has clearly defined roles and responsibilities.

Because David’s strengths and preferences fit so well, I decided to draft a resume that initially highlighted them:

- *Energized by opportunities to solve problems with the opportunity to build a better product and a better team.*
- *Developing solid relationships guided by a strong focus on goals and measurable accomplishments.*
- *Driven daily to learn and apply new skills and committed to personal development.*
- *Guided by a strong sense of focus, a positive view of the future energizes others.*



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Accomplishments

The toughest part for almost all “resume” projects is working to convert duties to specific accomplishments. Too frequently a resume is created with a list of job duties from a typical job description. For an effective resume these duties need to be changed to statements that reflect **accomplishments, with specific, measurable results**. Because David’s experiences were primarily in sales positions, it was relatively easy to highlight his “most significant accomplishments.” Here are three examples from different positions:

- Became #1 salesperson within the first three months by applying all training strategies.
- Accomplished a 98% list to sales price ratio through detailed observation of homes.
- Exceeded set targets of \$1.5 million in sales by 30% within the second year.

I worked with David to connect these accomplishments to his strengths. Here are the examples again:

- Became #1 salesperson within the first three months by applying all training strategies. *(Focus – Competition – Learning)*
- Accomplished a 98% list to sales price ratio through detailed observation of homes. *(Focus – Relator – Restorative)*
- Exceeded set targets of \$1.5 million in sales by 30% within the second year. *(Competition – Futuristic)*

“A Man (David) Walks into a Bank”

One morning, David decided to set out to do some local area research, directly contacting possible employers. “Now Hiring” signs populated the area. Realizing he only had his resume on his phone, he drove to a branch of his bank, asked to see the manager, and – explaining his situation -- asked if he could obtain some copies of his resume.

The manager, without hesitation, agreed and set off to make the copies himself. As most would expect, he read the resume. Returning to give David the copies, the manager said:

*I’ve never seen such an excellent resume.
Would consider applying for a “Personal Banker” position?*



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A week later, David started working in the bank.

Now, in true “A man walks into a bank” spirit, there needs to be a twist to this story – and there is. The bank manager was the perfect example of a micro-manager and David discovered within a few weeks that nobody had survived in the “Personal Banker “ position for more than a few months. And neither did David. But with the best of twists, David is now working very successfully as a real estate broker in Florida.

Key Resume Notes:

1. Accomplishments – Accomplishments – Accomplishments
2. “Skills” are part of accomplishments – not a separate list!
3. Resumes don’t include “everything but the kitchen sink.”
4. Three (maybe four) bullet points representing “most significant accomplishments” for each job!

I frequently use a concept ([C-A-R Mini Stories](#)) to coach a client on clarifying accomplishments for their resume and interview preparation. The format asks for the **Challenge**, the **Action**, and the **Result**. This encourages both brevity and developing a person’s real “story.”

Note: *This story involves a family friend and is true except for the “name changed to protect the innocent” and a few details. There is, obviously, more to this story about the decision, learning about the culture, the potential boss – and more. But this story is about reaction to the resume!*

Author

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