

The Role of the Counselor in Your Resume

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FEAR, ANXIETY & DEFICIENCIES

Job applicants bring their fears, anxieties and perceived deficiencies to the preparation of a resume, the pre-employment application form and the oral interview. Likewise, the company's hiring manager also brings fears and anxieties to the table, including the fear of hiring the wrong person.

EVERYONE WANTS TO WIN

Unfortunately, the recruitment process hinges on decisions made with limited time, insufficient data and limited or no demonstration of performance. Neither the applicant nor the employer has a foolproof system to guarantee success. No wonder the recruitment process is stressful for the participants on both sides of the table.

WHO IS ON THE APPLICANT'S TEAM?

The company has a team of consultants and experts for guidance in recruiting new hires. However, most applicants do not have expert guidance. A resourceful applicant, however, can get ahead of the competition by including a skilled counselor on his/her team to assist in preparing an action plan that manages anxieties and resolve fears head on. The counselor can focus the job seeker, assist the job seeker in targeting companies consistent with the job objective and coach the applicant in presenting skills on paper (aka the resume) and in oral interviews.

With respect to the resume specifically, most individuals need help in identifying and communicating transferable skills that are immediately apparent to employers within ten seconds of reading the resume.

DESPITE ALL THE ATTENTION APPLICANTS AND EMPLOYERS OVERRATE THE RESUME

At best, a resume document is 'hygienic' using the term coined by psychologist Frederick Herzberg. There is no guarantee that a 'perfect' resume will result in a job interview. A poorly prepared resume, however, will often eliminate an applicant from consideration altogether.

MAGIC WORDS

Some job seekers define a 'professional' resume as document that makes them look good on paper. Essentially, this resume is '*all hat and no cattle.*' The resume is more than a sheet of paper with fancy formatting and the latest action verbs.

HAS THE RESUME SEEN ITS LAST DAYS?

Keep in mind that a resume is a document presenting *unverified* statements. The resume may include information such as self-portraits and demographic data that the employer is unable to consider (photo). Consequently, some companies require applicants to respond to structured online forms rather than submit resumes. Therefore, it appears there may be a convergence of employers and job applicants ready to bury the resume. However, until that time arrives, the resume is the method of choice for the applicant and employer.

RESUMES ARE LIKE SELECTING A WARDROBE

Resumes are very personal and subjective. Speak with ten **experts** or company HR professionals about effective resumes and you will get a hundred opinions. Job seeking, including interviewing and using resumes, like dating, may excite one person and turn off another- but you are the same person. A survey of over 200 human resource professionals listed in rank order the most important information they looked for in a resume. The highest ranked information was the applicant's telephone number.

RESUMES ARE THE TIP OF THE ICEBERG

The resume represents the apex of the pyramid of effort and preparation, the tip of the iceberg. Below the apex is a ton of preparation. There is a direct correlation between preparation and the applicant's confidence, anxiety level and success.

THE ROLE OF A COUNSELOR

The counselor can be another set of eyes to guide the applicant in *translating* skills and achievements to match the position description. The resume is a tangible product of collaborative intervention and research to flesh out achievement and minimize fear and anxiety. The assistance of a counselor must be collaborative to tailor the resume to your skills, work history and achievements to the job objective.