

# ***Is Traditional Resume Obsolete?***

Presentation at Christ the King Church  
by Dan Rink at Pleasant Hill, CA

**Feb. 7<sup>th</sup>  
2013**



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## ***Is the Resume Obsolete?***

1. No - it's still essential for hiring managers and HR.
2. Important - but not enough in social media age.
3. Nearly useless if badly done - which most are.

## ***Resumes in Context***

Resume must be seen in the context of LinkedIn - It's a game changer.

Resume should highlight your core competencies described in Talent Table.

Resume should reflect what you want to do again, not just what employers ask.

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### ***Why Spend Time Revising?***

1. Because most resumes are marginal even by traditional criteria.
2. Because core competencies that are in demand have changed.
3. Because the employment market is much more competitive.

### ***Purpose of Presentation***

1. Describe compelling resume.
2. Provide free tutorials.
3. Convince you to revise.

It's important.  
You can do it.

### ***Common Resume Problems***

1. Unfocused
2. Claims, not evidence
3. Cluttered format

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**John Doe**  
1220 Main Street Anytown, CA 94501 (510) 444-4444 johndoe@aol.com

**Product Development Manager for Medical Devices**

Twenty years experience in the medical device industry with large corporations and two start-ups focusing on angioplasty catheters, lasers, surgical instruments, and electronic monitoring equipment.

Product development experience includes hands-on engineering to turn product ideas into prototypes, selecting materials and suppliers, drafting patent applications and 510k applications for FDA, setting up production facilities, and managing quality assurance.

Managed teams of eight product development engineers at ABC Corp. and XYZ Corp.; established and maintained good manufacturing practices; directed the entire product development effort at two startups, resulting in 12 products introduced to the market.

**WORK HISTORY**

MEDICAL DEVICES INC., Fremont, CA 2003 - 2008  
**Director of Product Development**

- Co-founded a company that developed laser angioplasty devices, managed clinical trials in the US and Europe, introduced the devices to the market, and sold the technology to an established company.

John Doe (p. 2) (510) 444-4444 1998 - 2003

TRITECH CORPORATION, Palo Alto, CA  
**Director of New Technology (2002 - 2003)**

- Managed a team of seven product development engineers and designers to invent and build prototypes of new products in document imaging, video-conferencing, and laser printing.
- Led interdepartmental teams from Palo Alto research facility and Corporate headquarters in NY to assess markets, competitors, and emerging technologies related to new product ideas.

**Product Development Manager (1998 - 2002)**

- Worked directly with contract manufacturers, including Flextronics and Selectron to minimize the part count, reduce the complexity, and re-engineer the prototypes for efficient manufacturing.
- Introduced nine new products to the market over a five year period; products generate current revenues of \$82 million per year.

**PRIOR EXPERIENCE**

Software Engineer at Cisco System managing ...  
Electrical Engineer at Lockheed developing ...

**EDUCATION**

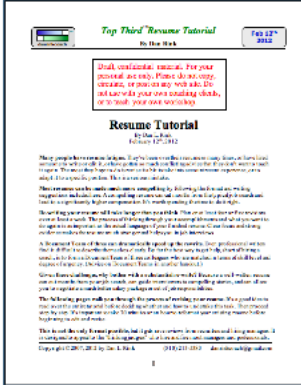
MS, Electrical Engineering, University of California, Berkeley, CA  
BA, Economics,

Readable images of these two slides are included in the Resume Tutorial.

**Resume Tutorial**

I'll send you this Tutorial for free.

Find two others to work with who will also use this tutorial.



The Resume Tutorial is a 12-page guide that provides a step-by-step process for creating a resume. It includes sections on how to choose a resume format, how to write your resume, and how to get your resume noticed. The tutorial is available for free at [www.resume-tutorial.com](http://www.resume-tutorial.com).

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### ***Doubts and Alternatives***

- Pre-screening through your "Web presence."
- Software to sift skills on LinkedIn.
- Short videos demonstrating interest.
- Online questionnaires
- Rating your social media skills.
- Skype video screening interviews.
- Business plan for first 90 days.
- Network through colleagues.
- Create unsolicited proposal.

People hesitate to revise their resume because of the prevalence and complexity of advice from various authors and coaches, and because of the alternatives that are often proposed. Many of these alternatives are powerful and are becoming more important. They supplement but don't replace the resume.

See several articles on the Wall Street Journal Website, Career Section, 24 Jan. 2012 for typical arguments.

### ***Easy to Get Discouraged***

- Conflicting resume advice
- Endless document editing  
and
- Mixed economic news
- Global competition
- Complexity of the world
- Knowledge obsolescence

In forty years of reviewing the knowledge base in various fields, I haven't found a field with more confusing and conflicting advice, much of which is dead wrong.

I've developed a semi-serious system for evaluating the credibility and usefulness of a book, web site, author, or pundit. I call it "The KON Ratio." KON stands for Knowledge minus the Obvious divided by Nonsense.

$$C + U = \frac{K - O}{N}$$

### ***Consequences of Discouragement***

- Poor choices
- Restricted imagination
- Low energy level
- Feeling overwhelmed
- Resume fatigue
- Escapism or ambivalence

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## ***Ambivalence***



### ***Away vs. Toward Motivation***

"Away motivation" is self-extinguishing.

"Toward motivation" is self-reinforcing.

This is one of the most powerful concepts to emerge from the fields of Psychology and Neuro-Linguistic Programming (NLP).

### ***Solution to Anxiety***

- Goal that motivates us
- Approach that makes sense
- Full engagement
  - Daily action
  - Social support
  - Emotional commitment

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### ***Goal that Motivates***

- Imagine your ideal position.
- Plan strategic transition.
- NOT just any job or taxi job.

A "taxi job" takes all your time, takes you away from colleagues, has you working odd hours, doesn't pay enough to stop the downward spiral, and depresses you.

Sometimes we simply must take a job far below our capabilities simply to eat and pay the rent or mortgage. Even in that case, it's very important to keep your attention focused on your dreams.

Many people stumble along ineffectively for months until this seems the only option. Others, out of anxiety, choose this option prematurely. It then becomes a self-fulfilling prophecy. Do your homework first and get in play.

### ***Define Ideal Position***

- Recall your best past position.
- Take the Strengths Finder.
- Prepare your Resume Addendum.
- Explore your deeper interests.
- Take consistent steps forward.

### ***Commit to Career Management***

Use your current job search to develop the skills, networks, strategy, and attitude to take charge of your career over the long term. Defining your ideal position and planning your strategy to achieve it provides the "toward motivation" that keeps you confident and active.

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 • Co-founded a company that developed laser angioplasty devices, managed clinical trials in the US and Europe, introduced the devices to the market, and sold the technology to an established company.

Name is 14 point bold, upper and lower case, and centered.

Contact information is on the margins, out of the way. You want to lead the eye from your name directly to the position description. Do NOT put contact information in a "header." It will disappear in many HR software programs.

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The position description is the role you are targeting. Base it on who you are. Don't just copy a title from the job description. You can target a very specific position in your approach letter or cover letter. See the text of the position description and evidence summary in the slide below.

**Product Development Manager for Medical Devices**

Twenty years of experience in the medical device industry with large corporations and two start-ups focusing on angioplasty catheters, lasers, surgical instruments, and electronic monitoring equipment.

**First Evidence Summary**

Note that this summary sentence consists of evidence and rich detail. It does not include empty claims like the typical "Results-oriented."

The two-line sentence provides strong evidence that you can fill the named position based on your experience.

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**Second Evidence Summary**

This second evidence summary describes the tasks you actually performed for most of your time in the position described or in similar positions. See text below.

Product development experience includes hands-on engineering to turn product ideas into prototypes, selecting materials and suppliers, drafting patent applications and 510k applications for FDA, setting up production facilities, and managing quality assurance.

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**Third Evidence Summary**

This evidence summary is a "wild card." You can use it to highlight specific results, such as sales or market share, or number of products introduced to the market. Or, as in this case, more detail on management experience. See text below.

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Managed teams of eight product development engineers at ABC Corp. and XYZ Corp.; established and maintained good manufacturing practices; directed the entire product development effort at two startups, resulting in 12 products introduced to the market.

**Third Evidence Summary**

Sample text to provide more detail on management experience.

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**WORK HISTORY**

Yes, I name it that. Not "selected professional accomplishments" or some other abstract concept that the reader has to think about. They want to see your accomplishments, but embedded in your work history.

**WORK HISTORY**

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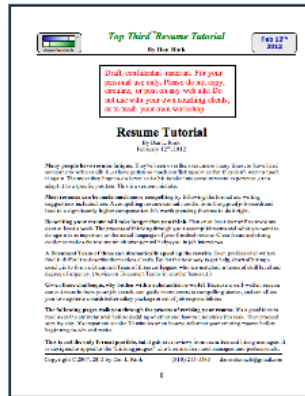
**Accomplishments**

The first accomplishment for each position is comprehensive. The rest of them tell the rest of the story, including strong accomplishments. Every one starts with a past-tense verb. Each is two lines long. Use small round filled bullets. End each with a period.

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## Resume Tutorial

I'll send you this Tutorial for free.



Find two others to work with who will also use this tutorial.

Much more detail on how to format and write a resume in this style in the Tutorial.

## Document Team

- Three matched colleagues.
- Similar professional level.
- Not necessarily same industry.
- Same degree of urgency.
- Geographic proximity.

See "Document Team and Success Team Guidelines."

## Psychology

- What's going on in your head?
- What are you doing short term?
- What supports you long term?
- Do you have an **Action Plan**

Managing your psychology is as important as managing your documents.

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## **Action Plan**

**Moments**

**Minutes**

**Hours**

### **Start Each Day Well**

- Brainstorm Projects for the day.
- Act immediately on impulses.
- Complete several 3-minute tasks.
- Complete a one-hour project.
- Repeat impulsive actions or pick another project to complete.

I prefer this approach that I call the "impulsive action strategy." I get more done, do higher quality work, and make better decisions following this approach. I also feel much better because I'm on my agenda, especially at the start of the day.

There are many different approaches to action planning. Some people do action planning naturally in the traditional way of setting a large goal, developing objectives, outlining tasks, putting together a calendar of deliverables, and assigning accountability.

Others can't or won't follow this traditional strategy. For this group, gaining control of moments, minutes, and hours is crucial, especially in the first hour of the day.

See "Impulsive Acts and Projects" in another attachment.

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**Thoughts**

**Feelings**

**Action**

Contrary to conventional wisdom, it's usually much easier to change your circumstances by focusing on action instead of thoughts and feelings. Effective action can pull thoughts and feelings along.

The most important context for action is short-term: Moments, Minutes, and Hours.

Manage those well and you manage your life.

**Bottom Line**

**Resume Tutorial**

**Document Team**

**Action Plan**

Moments, Minutes, and Hours

**Use the Action Planning strategy of one-hour projects, and work with a Document Team, to develop your Top Third™ Resume.**

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### ***More Information***

PowerPoints, Resume Tutorial, and  
Document Team Guidelines from

**danrinkcoach@gmail.com**

Use **"Resume PowerPoints"**  
as subject line of email

**within 24 hours**

The larger challenges of action planning, multiplying your effectiveness, and adapting to the global economy are too complex to be learned from a short PowerPoint presentation or a written tutorial.

I'm planning to set up a private LinkedIn group next week for those who have completed their Top Third™ Resume (to at least 80% complete in my judgment). We can then support each other much more effectively through this longer-term transition.

I may eventually include in this on-line, LinkedIn Group people from several other Bay Area organizations, including Marin Professionals and CSix in Saratoga. This private group will build on the Talent Table and the Top Third™ Resume, and it will focus on advanced Job Search Documents, Action Planning, and long-term Career Management. More information next week. The first month or so of this group will be free, but by invitation only for those who have finished compelling documents. After the first month or so, there will be a modest monthly charge for continued membership in this mastermind group.

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web site or used in presentations by others  
without written permission from Dan Rink.

**danrinkcoach@gmail.com**

**(510) 213-5383**

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**Dan Rink**

***Career Strategy Coach***

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Alameda, CA 94501

danrinkcoach@gmail.com

**Tools and Strategies for Managers and Professionals**

(510) 213-5383 mobile

Dan has facilitated hundreds of workshops on job search, career management, knowledge strategies, and communication skills. He has also coached a wide range of managers and professionals through career transitions and entrepreneurial issues. Throughout his career, Dan has taught managers and professionals how to enhance their productivity and retain their flexibility in a rapidly changing world.

### **Job Search Tools and Strategies**

Dan has created unique and powerful formats and strategies for job search documents, including the **Top Third Resume™**, the **Approach Letter**, and the **Resume Addendum**. These tools, and Dan's strategies for using them, receive rave reviews from recruiters, hiring managers, and the managers, professionals, and executives who have used them in successful career transitions.

### **Career Management**

Career management is a longer-term challenge than just changing jobs. It has different challenges and different tools, including the **Professional Profile**, **Trends Summary**, **Networking Dialog**, and a personal **Career Management Plan**. Career management is less well-defined than job change, and it requires personal initiative, focus, and discipline on an on-going basis.

### **Personal Knowledge Management**

We've entered a new age in which rapidly changing knowledge, extended personal networks, the internet, mobile technology, and ubiquitous communications shape our personal and professional lives. Dan continues to explore and teach the tools, strategies, and issues involved in becoming more productive and effective in this rapidly changing world. The foundations for moving ahead systematically are covered in Dan's **Knowledge Edge Workshop**.

### **Current Explorations**

- How independent professionals leverage emerging technology.
- The psychological barriers to using knowledge productively.
- Becoming at least three times more productive and effective.
- Creating a more balanced life while being fully engaged.
- Finding and collaborating with people who share your passion.

### **Background**

- Dan has an undergraduate major in Engineering, with degrees in Psychology and Speech Communication.
- Served as a contract trainer and outplacement coach at several corporations.
- Was President and Director of Training at Forty Plus in its heyday.
- Has a strong background in high tech product development.
- Served as Director of Advanced Technology in a startup medical laser company.
- Was a Futurist at SRI in Menlo Park for several years.
- Has taught university speech courses, and has coached the debate team.
- Developed and taught graduate seminars on knowledge strategies.
- Has made keynote presentations, and has participated on local radio and national TV.

### **More Information**

Up-coming Events, Workshops, Presentations, Coaching, Success Teams, White Papers available from danrinkcoach@gmail.com or call (510) 213-5383.