

RESUME TIPS FROM THE EXPERTS

Everyone says you should “tailor your resume specifically for the position you want.” But what exactly does that mean?

The best way to effectively tailor your resume to the job you want is to find out who the hiring manager is and try to highlight skills and experiences you know that person will value. While that sounds easier said than done, if you can figure out which generation the hiring manager belongs to, you’re way ahead of the game. Different generations value distinctly different things in their employees, and if you can tailor your resume to speak to their value triggers, you have a better chance of standing out from the crowd.

For example, if you know your hiring manager belongs to the Traditionalist generation, you can score points by highlighting your loyalty and commitment to the companies you’ve worked for. If you have worked for one or two companies for a very long time, make sure your dates of employment are prominently featured.

Boomers value employees with ambition who put in long hours and do whatever it takes to get the job done. If you think your hiring manager might be a Boomer, make sure your job descriptions include instances of times you went above and beyond to achieve company goals.

Generation Xers, in particular, do not care about your career objectives or where you want to go. They only care about “WIIFM--what’s in it for me.” If you think your hiring manager might be an Xer, focus on the benefits you can bring to the company. In particular, be sure to highlight your technical skills and your creative problem-solving prowess. In your cover letter, explain how your particular brand of expertise can help take your target company to the next level.

If you think you might be interviewing with a Millennial, be sure to include any community contributions or volunteer experience on your resume. Millennials are deeply interested in whether you care about your community, how strong your teamwork skills are, and whether you are willing to promote your co-workers as well as yourself.

Sherri Elliott is the founder and CEO of human resources consulting companies Optimance Workforce Strategies and Gen InsYght, as well as the author of Ties to Tattoos: Turning Generational Differences into a Competitive Advantage. She has over 15 years experience as a trusted advisor and human resources consultant to companies ranging from small startups to large international corporations. She is a Senior Professional in Human Resources (SPHR) and holds an Associate designation in Risk Management (ARM).

To learn more, visit: <http://www.geninsyght.com>.