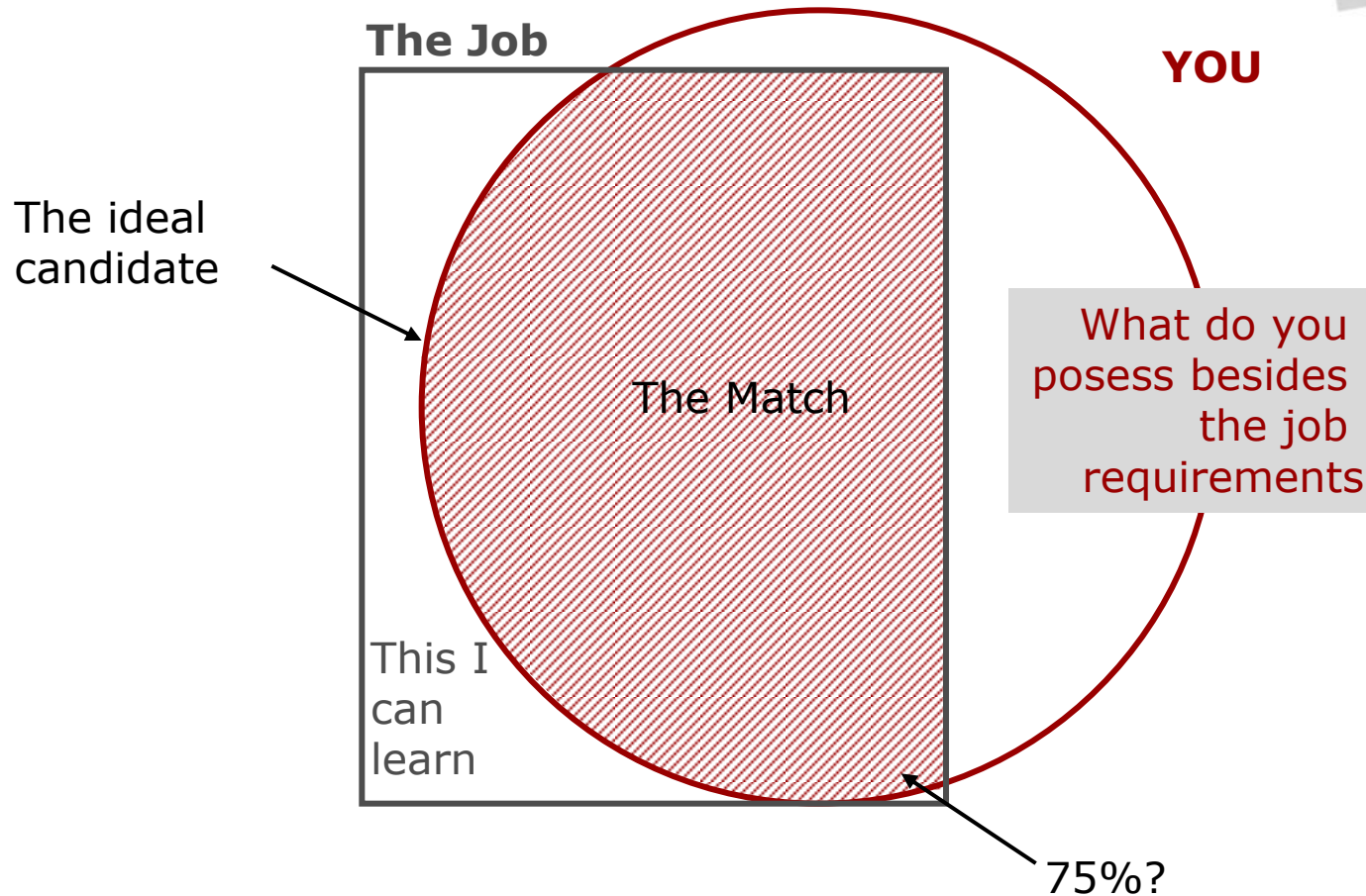


Welcome to the  
seminar:

# CV & Coverletter



# How well do you match the job requirements?



# Your CV

- ✓ Show us your core skills/competence
- ✓ Show your history
- ✓ Show benefits & results



# The Recruiting process



## The time the recruiter spends reading your CV:

To end up among the A-List candidates or...

✓ **Around 30 seconds**

Which candidates to invite for an interview

✓ **5-7 minutes**

Preparing for the interview

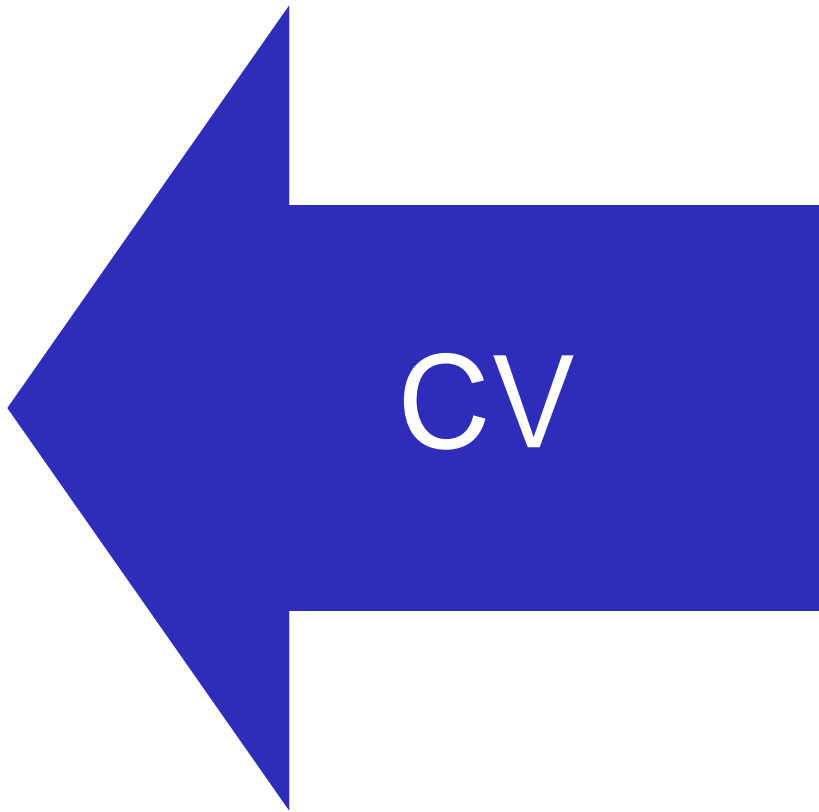
✓ **7-10 minutes**





# CV & Cover letter

## - The perspective



- First point of contact between you and your future colleagues
- Extremely important
- Background, accomplishments, responsibilities, results/benefits
- EASY to glance through
- Catch the interest of the reader





- Particularities attached to your field?
- Match *their* terminology
- Ask people to scan your CV : what do they remember?
- *NOT* the time to be modest about your duties and accomplishments!
- No more than 2-3 pages

# CV *must* contain:



## CV layout

- Keep it simple
- One font
- Clear margin
- Easy to read!



# CV *must* contain:



## Contact details

- Name
- Address: one!
- Mobile: one!
- Mail: one!

# CV *must* contain:



Time  
line

- Reverse chronology: new stuff first

# CV *must* contain:



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KARRIERE KOMPETENCE FORSIKRING

## Education

- Key subjects
- Projects/  
thesis
- Grade/result
- Focus on:  
what you  
want to use  
*NOW*

# CV *must* contain:



## Courses

- Summer School
- Important courses

# CV *must* contain:



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KARRIERE KOMPETENCE FORSIKRING

## Work experience

- Employer
- Tasks
- Responsi  
-bility
- Results



# CV *must* contain:



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KARRIERE KOMPETENCE FORSIKRING

## Language

- Make possible to measure
- Oral, writing
- [www.jobindex.dk](http://www.jobindex.dk)

# CV *must* contain:



CA a-kasse  
KARRIERE KOMPETENCE FORSIKRING

## IT- skills

- Possible to measure
- Context – hands on angle
- Leave out the obvious: internet, Word etc

# CV *must* contain:



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KARRIERE KOMPETENCE FORSIKRING

## Hobbies

- Commitment?
- Competition?
- Team spirit?
- Consolation?
- Structure?
- Timing?
- Endurance?

# Professional Skills



## Curriculum Vitae

2009-2011	Cems Master in International Management <ul style="list-style-type: none"><li>• Exchange semester at XXXX University, France</li></ul>
2009-2011	MSc. Applied Economics & Finance (CBS)
2005-2008	BSc. International Business (CBS) <ul style="list-style-type: none"><li>• Exchange semester at Universitat de Barcelona, Spain, studied four courses in economics and Social science in Spanish</li></ul>
2000-2003	Higher Commercial exam – Niels Brock, Copenhagen Business College <ul style="list-style-type: none"><li>• Achievement: Highest GPA of Year 2003 (10,1)</li></ul>



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## EDUCATION

**2004-2006**

**Cand.merc. International Business, (ASB)**

### **Academic areas**

- Established international companies
- Financial analysis – among others international capitalmovements
- Project management and control
- International marketanalysis

**Main task** (For Dan Wear Collection A/S)

”Implementing a change of production structures at Danwear Collection A/S ’s daughtercompany in Czeck”. (Result 10)

### **Practical result**

Quote from reference: We are using the results from Berit’s analysis. More concrete we can inform that we began an educationsprocess for our production employees on securing the quality”. (Ove Nielsen ceo Danwear Collection)

### **Development points**

- Experience on quantity and quality marketing analysis and the presentation of the result
- Managing the projects
- Making critical evaluations on a given market





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## WORK EXPERIENCE

**2005**

### **Trainee at the embassy in Prag**

#### **Tasks**

- Preparation of statistic material on demografic conditions for Danish export companies.
- Service assistant on the Danish stand: Czech Republic in EU (Mostly English speaking visitors)
- Project participant to find Danish partners for the fair.
- Telephone contact to more than 50 Danish companies within the food industry. (8 participated in the fair)
- Worked daily at the office answering the phone, registered data in the database and corresponded.)

#### **Resultats**

- Has made a marketing evaluation on the food sector in Czech republic for the website for the foreign affair ministry
- Built up the network for the food wholesalers – which is still being used by the embassy in the Czech Republic.

#### **Development Points**

- Knowledge on how to carry out marketing analysis in East Europe
- Got used to take contact to possible partner companies
- Knowlegde of Easteuropean business culture

# Academic competences I

*That already is a part of you*



- Organizing – one step at a time, logical
- Organizing projects, management of projects, putting a successful team together
- Methodology – different kinds of solutions, scenarios, evaluating pros/cons...
- Creating and conducting surveys; qualitative interviews, questionnaires, focus-groups, sms-polls
- Comparing data – analysing, selection of data, presentation of data & results
- Evaluation – Qualitative & quantitative methods
- Creating models of complex information, making graphical illustrations...
- Developing ideas, innovation, brainstorming processes...

# Academic competences II

*That already is a part of you*



- Cross Cultural understanding, businesses, regions, countries
- Change management, beginning on a new project, starting from scratch, how...?
- Communicating, writing & oral, teaching/educating others; presentation skills, planning and conducting events...
- Knowledge about groups and dynamics, knowing about your own strength and preferences, teamroles
- Working together, group psychology, lean...
- Networking skills – Different businesses, among different kinds of people, among different kinds of competences...

# CV *may* contain:



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KARRIERE KOMPETENCE FORSIKRING

International  
experience

- Travelling
- Exchange
- Languages
- Initiative + organization
- Global mindset

# CV *may* contain:



CA a-kasse

KARRIERE KOMPETENCE FORSIKRING

## Personal information

- Age?
- Marital status?
- Children?
- DK: extreme opposite to the US in this context



# CV *may* contain:



## Photo

- Professional
- Focus
- Dress code

# CV *may* contain:



CA a-kasse

KARRIERE KOMPETENCE FORSIKRING

## Leadership

- Instructor?
- Military
- Captain in sports?
- Political activities?
- Initiative in other contexts?

# CV *may* contain:



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KARRIERE KOMPETENCE FORSIKRING

Teaching  
experience

- Presentation skills
- Able to inspire and motivate



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KARRIERE KOMPETENCE FORSIKRING

## HONORARY OFFICES/VOLUNTEER WORK

2004

### **Honorary offices/volunteer work First year instructor (ABS)**

#### **Tasks**

- Planning the one week introduction
- Responsible for the introduction for 45 students
- Teambuilding and social arrangements

#### **Development Pounts**

- Learned how to run/direct big arrangements

2005

#### **Staying abroad**

- The Czech Republic
- Had my own apartment

2001

#### **Australia**

- Backpacker for six months
- Worked with gardening and at a hotel

#### **Development Points**

- Learned to stand on my own two feet

# Your Cover letter

- ✓ Your personal sales letter
- ✓ How to tell the good story
- ✓ Characteristic –  
advantage – benefit
- ✓ Inside the head of the  
recruiter





# The Cover letter

## - What, Why, How?



- It's just a Sales Letter
- Your chance to show why you are more competent than the others!
- The letter that shows your motivation for becoming an employee
- The letter showing the company – your values & which benefits you bring to the company



# The Successful Coverletter is ...



A

I

D

A

- A headline (title) which crates attention
- Unique fitted to the company and the job
- Focus on which contributions you bring – not the other way around
- Purpose is to catch the recruiters attention & interests, so he/she wants to hear/learn more
- Be specific and indclude only relevant information
- No longer than **one page**

# "Headliners"



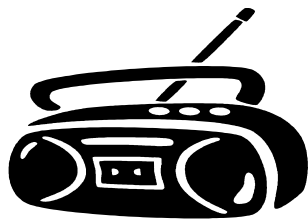
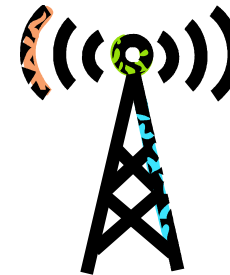
- Can Communications Skills save lives?
- Can women sell Power Tools?
- Marketing-entusiast; Manager & Motivator
- Manager who forces networking and member-relations – That's exactly me
- Lend me your eyes for 3 minutes – Later I also need your ears

# HIT - Bulls eye

- With your Cover Letter



- You'll hit
- Bulls eye
- When
  - You
- Broadcast
  - On
  - The



**JOB**  
Find employer FM

- Recievers - Frequenzy

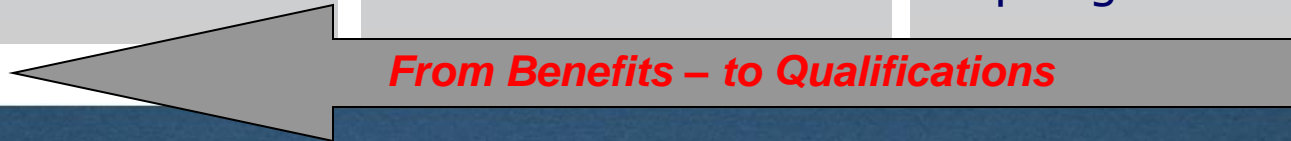


# The Q-A-B model



## QAB – The Model

Qualifications	Advantage	Benefits
<p><i>Whats the charactertistics of your skill</i></p> <p><b>Ex.</b> <i>Mattress hardness level on 70%</i></p>	<p><i>What does the characteristics do for you</i></p> <p>The advantage – the mattress forms after the shape of your back</p>	<p><i>What's in it for me?</i></p> <p>Your back will never be sore again You'll never feel, that you havent slept again</p>





# The great cover letter



## Version 1:

Reciever

Applicant/  
candidate

**Interesting headline**

**Motivation:** What makes you apply for the job?  
Why is the company and the business interesting?

**Your professional background:**  
Which of your skills (from education, previous jobs) are you bringing with you? How will your skills create new results for the company/

**Your professional background:**  
Which of your skills (from education, previous jobs) are you bringing with you? How will your skills create new results for the company

**Wrap it up**

**Kind Regards**

Name – Phone xxxx xxxx – e-mail: xxxxx@xx.dk

**No longer than one page!**

**Chosse the version, that represents you the best way in regard to the job and the company**

## Version 2:

Reciever

Applicant/  
candidate

**Interesting headline**

**Motivation:** What makes you apply for the job?  
Why is the company and the business interesting?

**Competence 1:** Which of your skills do you consider most relevant and interesting in addition to the job. Which examples do you choose to tell

**Competence 2:**  
Like above

**Competence 3:**  
Like above

**Wrap it up**

**Kind Regards**

Name – Phone xxxx xxxx – e-mail: xxxxx@xx.dk

# The Great Coverletter...



- Basicly it's your most important sales letter
- Doesn't repeat information from your CV
- Write a letter which creates **ATTENTION!!**
- Shows that you can think "OUT OF THE BOX"
- Shows that you think as the reciever and try to understand their world and their preferences



# The Unsolicited application



- Written specific to the company
- Focus on your talents – The skills that make you better than the rest
- Focus on your career wishes – "Create your own job"

And remember:

- The unsolicited application often creates results but it takes longer

# Be the best you can be!

- *Be successfull writing cover letter*



- Ask every single word: do you belong here?
- Make sure you create attention and a superb first time impression
- Write short, accurate and create interests
- Write forward (cut the backward-looking)
- Write good stories
- Is it wise? → [Does it work?!](#)



# Finally:



- Make someone revise it
- File format – *must* work
- PDF – secure solution
- Double check: are all relevant files included?
- Header unmistakable: CV – Katrine Jensen
- Make it EASY for them