

d Look at the two versions of her CV that Silvia prepared. Which approach has she followed for each version? Which CV do you prefer?

e Complete the following CV using a past form of the verbs in the box.

achieve complete coordinate develop hold
organise persuade represent research work

Silvia Carnali

Home address: 42 Hampstead Rd
London NW3
Telephone: 44 (0) 207 862 4567
Email: s_carnali@hotmail.com

Date of Birth: 14 February 1986
Nationality: Italian

Education

2008–present The School of Oriental and African Studies (SOAS)

- MSc (Hons) Development Studies (2.1 expected)
- 7000-word dissertation on reforestation in Kenya

2004–2007 University College London (UCL)

- BA (Hons) Geography (2.1)

2004 Diploma Maturità Scientifica (58/60) – Liceo A.Tosi, Milano

Professional Experience

2008 Project Volunteer: *Sustainable Solutions* (NGO), Kenya (6 months)

- 1 Worked as part of an international team to increase awareness of sustainability in Kenya
- 2 _____ communication strategies to ensure that our message was delivered effectively
- Established, managed and maintained relationships with key stakeholders
- 3 _____ local community leaders to increase the level of reforestation in Kenya

2006–2007 Communications Officer: *University College London* (1 year)

- Organised and managed catering for more than 10 separate UCL events for up to 300 students
- Liaised with student council board members, catering suppliers, venues and performers
- 4 _____ University College London at a series of event conferences
- 5 _____ two-week event management training course

2005 Activity Leader: *Concord College Summer School*, Shropshire, UK (2 months)

- Led sports and drama activities for 200 international students
- 6 _____ weekend adventure trip in Wales, including leading a walking expedition for twenty students
- 7 _____ daily meetings with other members of the activity team. Provided training and support for less experienced members of the team

Activities and Interests

2007 Sept Mountain Trekking in South America (1 month)

- 8 _____ and planned group mountain expedition in the Andes, Argentina
- As sole Spanish speaker I acted as spokesperson for the group. Reacting to unforeseen events required frequent revision of plans, responding to group members, tour operator and airlines.
- 9 _____ aims of crossing the remote central part of the Southern Patagonian ice cap in Los Glaciares National Park, improved Spanish language skills, stayed within budget

2003–present Greenpeace Active Member (5 years)

- 10 _____ a campaign against nuclear power. Persuaded 1000 people to write to their local MP demanding the Government to reconsider renewable energy resources as a viable alternative to nuclear power.

Languages Italian (mother tongue), English (fluent), Spanish (upper intermediate)
Computer Skills Full command of Microsoft Office Suite
Driving Full current driving licence
References References available upon request

f Complete the following CV using the skills headings in the box.

Adaptability and resourcefulness Communication and teamwork
Energy and motivation Research and computer skills

Silvia Carnali

42 Hampstead Rd, London NW3
Tel: 44 (0) 207 862 4567
Email: s_carnali@hotmail.com

Well-organised, highly motivated communications strategy adviser. Geography graduate with recent professional experience developing communication strategy for positive change. Currently completing Master's in Development Studies with specific focus on sustainability. Fluent spoken and written English. Self-motivated, resourceful and able to motivate others, with excellent communication and interpersonal skills.

Education

2008 – 2009 The School of Oriental and African Studies, University of London, MSc (Hons) Development Studies (2.1 expected)

2004 – 2007 University College London, BA (Hons) Geography (2.1)

1 _____

- African NGO 'Sustainable Solutions': Six-month volunteer project to educate Kenyan people about the importance of reforestation. My role was to assist the project team in devising and implementing strategies to communicate this message to local residents in different regions in Kenya. To do this effectively, I had to remain calm, polite and persuasive when talking to community leaders. (2008)
- As communications officer at UCL I represented the university at conferences and organised student union events. As part of the student union team I was responsible for dealing with suppliers, bands, etc. and I also worked in collaboration with the marketing team advertising and ticketing events. I assisted in organising and managing 12 successful events, all of which made a profit. (2006–2007)

2 _____

- In Sept 2007 I successfully completed an eight-person expedition to Austral Andes in Argentina, in the south-west of Santa Cruz on the border with Chile. Three months of training and fundraising preparation resulted in the successful crossing of the remote central part of the Southern Patagonian ice cap in Los Glaciares National Park. As the sole Spanish speaker I acted as spokesperson for our group, organising bookings and negotiating the expedition itinerary. (2007)
- I organised and led sports and drama activities for 200 international students at a summer school in Shrewsbury. My role included motivating and supporting the less experienced members of the activities team. I devised a number of sporting tournaments for the summer school students and motivated the children and staff to get fully involved, culminating in an international volleyball competition. (2005)

3 _____

- I worked with a large international team in Kenya. The nature of the project meant that I had to travel regularly throughout the country at short notice, and share basic living conditions. (2008)
- I handled a wide variety of tasks and projects throughout the six-month project, each requiring different skills and approaches in order for targets to be achieved and obstacles to be overcome. I suggested an alternative communication strategy of meeting with local community leaders to discuss sustainability. I convinced community leaders to implement alternative farming methods. The successful approach was adopted by the entire team across the country. (2008)

4 _____

- I researched top international universities for my degree course. I am currently completing in-depth research on reforestation techniques for the African subcontinent for my Master's degree dissertation. Research for my dissertation includes substantial use of the Internet and professional journals, and interviewing experts in the field. I have an excellent command of Microsoft Office Suite.
- I updated and modified the website for Sustainable Solutions, resulting in a 40% increase in website traffic. (2008)

Employment History

Sustainable Solutions (NGO) 2008 Project Volunteer, based Kenya
Concord College summer school 2005 Activity Leader, based Shropshire, UK

Languages

Italian, English, Spanish
References available upon request

Creating a strong first impression

Writing a personal statement

A personal statement is a brief statement of the type of person you are, your skills and your achievements. It always comes near the top of the CV, before the main body, and presents the facts in the most positive way. A well-written personal statement will immediately capture the attention of the employer and make them want to find out more about you.

- 3 a** Read Silvia's personal statement from her skills-based CV and find words and phrases which demonstrate the following points.

- 1 education 3 knowledge 5 success
2 character 4 experience

Well-organised, highly motivated communications strategy adviser. Geography graduate with recent professional experience developing communication strategy for positive change. Currently completing Master's in Development Studies with specific focus on sustainability. Fluent spoken and written English. Self-motivated, resourceful and able to motivate others, with excellent communication and interpersonal skills.

- b** Each sentence in Silvia's personal statement has a different main function. Write the sentences next to the questions that they answer (a–e).

- a What sort of person am I? Self-motivated, resourceful and able to motivate others, with excellent communication and interpersonal skills.
- b What is my area of professional expertise? _____
- c What is my most important qualification? _____
- d What is my most relevant skill for the job? _____
- e What am I doing at the moment? _____

- c** Complete the following personal statements using the phrases in the box.

confidently and effectively experience in
full-time professional proven ability well-organised

- 1 Professional, _____ individual. Communicates _____ at all levels; demonstrates initiative and confidentiality both independently and within a team environment.
- 2 Enthusiastic PA with three years' _____ experience. Excellent written and oral communication skills have enabled me to establish a strong network of professional contacts in your area. _____ to meet deadlines and prioritise whilst maintaining consistently high standards. Substantial _____ organising meetings and conferences gained whilst providing PA and secretarial service to main board director.

- d** In pairs, discuss the following questions.

- 1 How do these statements compare with Silvia's?
2 Which of the questions in Exercise 3b does each statement answer?

- e** The personal statements in Exercise 3c were taken from CVs written in response to the following job advertisement. Read the advertisement and decide which personal statement you think is more appropriate.

- f** Find an advertisement for a job you would like to apply for. Make a list of the key points that the employer is looking for. Plan your personal statement with those key points in mind. Think about the following questions.

- How long will your personal statement be?
- How many sentences do you want to include?
- What key questions will you address with each sentence?
- What additional information will you include?
- In what order will you put your sentences?

- g** You can create impressive sentences for your personal statement by choosing a word or phrase from each column in the following table. For example, *Highly experienced accounts manager with excellent communication skills*. Complete the table using the words in the box. In pairs, try and add more words and phrases to each column.

ability to broad consistently high enthusiastic
interest in motivator professional team leader

Modifier	Adjective 1	Sort of person	Adjective 2	Experience/skills
	creative	accounts manager	_____	_____ ...
	customer-oriented	English speaker	_____	communication skills
Extremely	_____	_____	deep	experience in ...
Highly	experienced	recent graduate	with excellent	_____
	_____	sales professional	extensive	knowledge of ...
	resourceful	self-starter	proven	range of transferable skills
	results-focused	_____	recent	skills in ...

- h** Use the table to write five true sentences about you.
- i** Use your answers in Exercises 3f and 3h to write your personal statement.

Writing eye-catching headings

- 4 a** Imagine you only had 20 seconds to look at Silvia's CV on page 21. What would you look at? What would your impression of Silvia be?
- b** In her skills-based CV, Silvia used personal strengths and competencies as section headings. Look at the following section headings and try to add more to each group.

Areas of professional experience	Business skills	Personal strengths and competencies
Marketing	Dealing with customers	Innovation and creativity
Presentations and publications	Financial management	Leadership
Sales	Managing people	Strategic thinking

- c** In pairs, discuss the following questions.

- 1 Which titles would you use for your skills-based CV?
2 Would you use the same categories for every job you apply for?
3 Would you use the requirements stated in each job advert as titles?

Our client is looking for someone who can fill the shoes of a busy PA for 9 to 12 months.

In addition to the usual diary management, organising of travel and coordinating of interviews and meeting rooms, you will be expected to facilitate new starters in the department, issue contracts, write up commission schemes and job descriptions and coordinate the company's subscription library.

The ideal candidate will be highly organised and able to multitask. Your written English must be of the highest standard, and as you will be liaising with executives at all levels, you must have excellent interpersonal skills. Previous experience essential.

Identifying your key skills

Key skills may form the body of your CV (in a skills-based CV) or they may be demonstrated throughout (in a conventional chronological CV).

a Look at the following list of transferable skills. In pairs, discuss how you could demonstrate these skills in your CV. Use examples from your work experience, your studies and your hobbies and interests.

- Communication skills (written and oral)
- Foreign language skills
- Intellectual skills (e.g. critical, analytical and problem-solving skills)
- Interpersonal skills (e.g. working with or motivating others, flexibility)
- IT skills
- Numeracy skills (e.g. statistical skills, data handling)
- Organisational skills (e.g. working independently, meeting deadlines)
- Research skills

b The following sentences are taken from Silvia's skills-based CV. Cross out the transferable skill which is not demonstrated in each sentence.

- My role was to assist the project team in devising and implementing strategies to communicate this message to local residents in different regions in Kenya.
(communication / teamwork / creativity / ~~organisation~~)
- In Sept 2007 I successfully completed an eight-person expedition to Austral Andes in Argentina.
(motivation / teamwork / achievement / creativity)
- As the sole Spanish speaker I acted as spokesperson for our group, organising bookings and negotiating the expedition itinerary.
(interpersonal skills / communication / analysis / negotiation)
- I organised and led sports and drama activities for 200 international students at a summer school in Shrewsbury.
(organisation / leadership / motivation / writing)
- The nature of the project meant that I had to travel regularly throughout the country at short notice, and share basic living conditions.
(flexibility / teamwork / research / interpersonal skills)
- I am currently completing in-depth research on reforestation techniques for the African subcontinent for my Master's degree dissertation.
(independence / analysis / research / teamwork)

c In pairs, tell each other which of the transferable skills in Exercise 5a you have developed at university or at work. Provide examples that demonstrate the development of these skills.

d Complete the following sentences so they are true for you.

- My role was to _____.
- As the _____ I acted as _____.
- The nature of _____ meant that I had to _____.
- Within this role I was responsible for _____.
- To do this effectively, I had to _____.

e Look at the following extracts from Silvia's skills-based CV. What kinds of word are missing?

- I assisted in organising and managing 12 _____ events ...
- In Sept 2007 I _____ completed an eight-person expedition to Austral Andes in Argentina ...
- Three months of training and fundraising preparation resulted in the _____ crossing of the remote central part of the Southern Patagonian ice cap ...
- I devised a number of sporting tournaments for the summer school students and motivated the children and staff to get _____ involved, culminating in an _____ volleyball competition.
- I handled a _____ variety of tasks and projects throughout the six-month project ...
- The _____ approach was adopted by the _____ team across the country.
- I researched _____ international universities for my degree courses.
- I am currently completing _____ research on reforestation techniques ...
- Research for my dissertation includes _____ use of the Internet ...
- I have an _____ command of Microsoft Office Suite.

f Complete the sentences in Exercise 5e using the words in the box.

entire excellent fully in-depth international
substantial successful (x3) successfully top wide

g Choose five of the key skills in Exercise 5a. For each skill, write one or two sentences to highlight that skill, using examples from your work, studies and private life. Remember to mention your role, using sentences from Exercise 5d, and add positive adjectives and adverbs to make your sentences more impressive.