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CV Survey 2007

Career Management Consultants Limited

In search of the perfect CV

This survey of HR Directors and Managers was conducted by Career Management Consultants Limited in February 2007. The results are based on an analysis of 241 responses.



CMC



INVESTOR IN PEOPLE

What Employers Like:

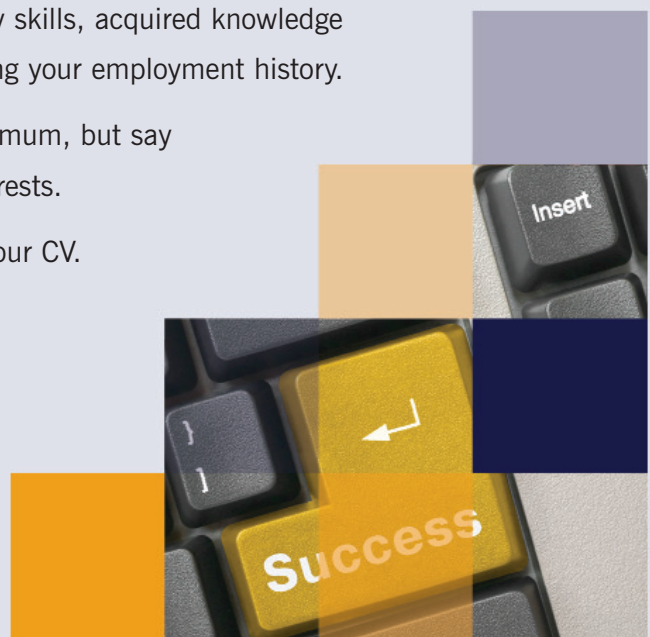
- Information about transferable skills.
- CVs that have been formatted properly with attention to detail.
- Information about the candidate to be positioned before their academic history.
- Facts about objectives, responsibilities and achievements, instead of wordy self-praise.
- CVs and covering letters that have been tailored to the specific role.

What Employers Don't Like:

- CVs on coloured paper using lots of different fonts.
- People who lie about or exaggerate qualifications and job titles.
- Poor grammar, spelling and use of too much CV jargon.
- CVs that look like they have been copied from the internet.
- Too much irrelevant information.

Hints & Tips from CMC:

- Make sure key information is on page one.
- Always include full contact details, with an email address that you check regularly.
- Make sure you include details of key skills, acquired knowledge and key achievements when outlining your employment history.
- Keep personal information to a minimum, but say something engaging about your interests.
- A strong covering letter will assist your CV.

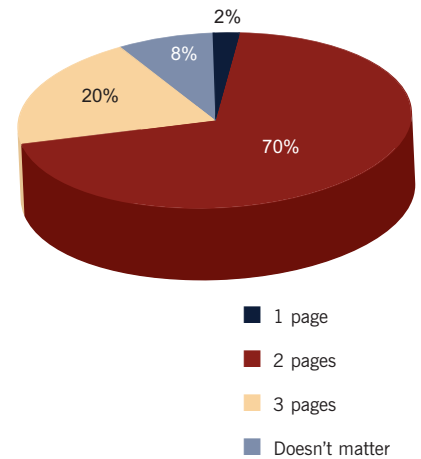


What a CV should look like is open to interpretation, which is why CMC commissioned this CV survey. The results will help you to see what HR professionals want you to include – and just as importantly – don't want you to include.

Your CV is a tool that demonstrates what you have to offer and whether you have the suitable skills and attributes to add value to an organisation. Most importantly your CV should highlight you as a candidate suitable for an interview.

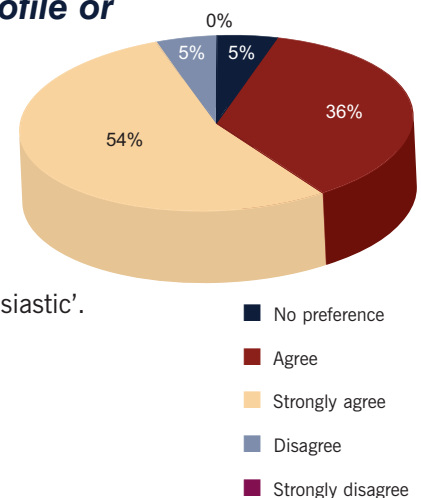
The Results

- **72% of HR specialists believe that a CV should not be more than 2 pages long.**



- **90% of HR specialists believe that a short profile or summary is useful on the first page of a CV.**

- Use this as an opportunity to express your key skills – don't copy something from the internet because the reader will be able to tell!
- Some HR specialists said profiles can be irritating if they don't contain substance beyond that you are a 'team player' or 'enthusiastic'.



- **77% of replies suggest that a summary of achievements on page one of your CV is a useful addition.**

- Make sure you mention actual results of work you have been responsible for and instances where you have exceeded expectations.



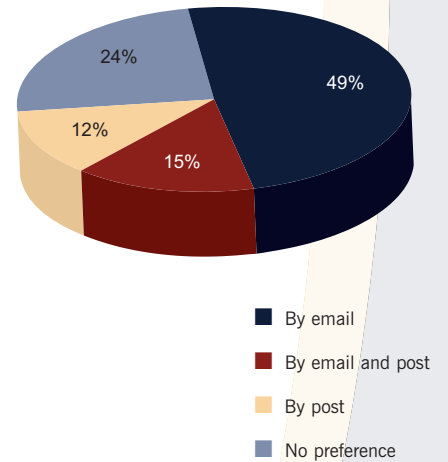
- **60% of respondents stated that details of voluntary activities are a useful addition to a CV.**
- **56% of respondents agree that listing competencies on a CV is good practice.**
- **60% of respondents want to see reasons for a job change on a CV.**
- **70% of HR professionals believe that a CV should include most recent salary.**
- **93% of those surveyed want to see an email address included on the CV.**
- **81% of respondents said they would like to see language skills included on a CV – especially if language skills are an integral part of the role.**
- **81% of the sample felt that a CV should express a willingness to relocate.**
- **95% of HR professionals agree that a start date and end date for roles should be included in a CV.**

HR specialists' preferences aren't always clear cut:

- 34% of employers do not want details of references on a CV, 30% do want a reference and 36% have no preference.
- 30% of respondents would like to see GCSE and A' Level grades, 34% do not require this information and 36% have no preference.

■ **64% of respondents prefer to receive CVs via email.**

- Make sure you pay as much attention to your email as you would to a covering letter. Poor grammar, formatting and an informal approach can reflect badly on you.
- You should still make the effort to customise your CV when sending it electronically. A customised approach will get you noticed.
- You may also want to send your CV and covering letter in the post to save someone printing this off and in case there are technical issues. White paper is the chosen preference for this.



■ **90% of respondents either opposed or were indifferent about receiving a photograph with the CV.**

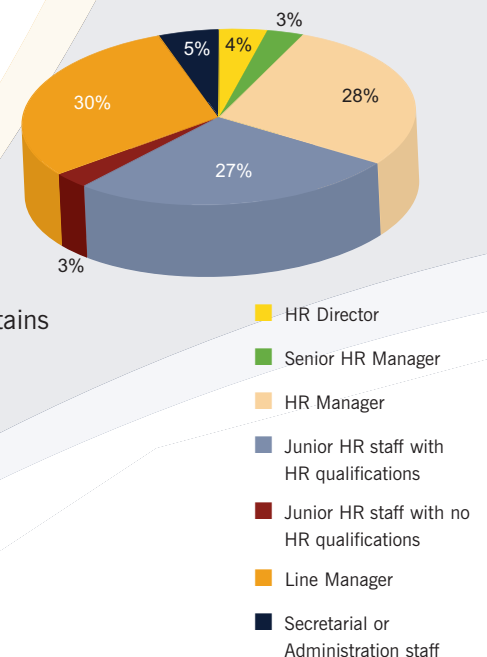
- Some respondents even included this as one of their pet hates. Unless a photograph is requested you are advised not to include one with your application.

■ **73% of respondents would prefer to see jobs listed in reverse chronological order, with almost half agreeing that you should list roles held 10 or more years ago.**

■ **71% of those surveyed do not find professionally written CVs useful.**

■ **92% of CVs are reviewed in the first instance by a Line Manager or staff with HR qualifications.**

- The person will have been trained to look for key skills and competencies within your CV.
- Make sure your CV is tailored to the specific position and contains key words mentioned in the role advertisement.



About Career Management Consultants Limited

Career Management Consultants Limited is the UK's leading privately-owned outplacement and coaching specialist. CMC delivers a personalised service on a one-to-one basis for managers, executives and directors, and on a group basis for more junior levels. CMC provides UK-wide coverage with offices in London, Thames Valley, South West, East Midlands, West Midlands, North West, Yorkshire, Glasgow and Edinburgh. Established in 1990, CMC has helped over 6,000 executives to successfully restart their careers.

About John Lees

The survey was designed and led for CMC by their Senior Associate, career specialist John Lees. Its findings formed the basis of his 2007 McGraw-Hill book 'Why You? CV Messages That Win Jobs'. John is a frequent and sought-after media contributor and was a presenter on the BBC Interactive 'Back To Work' programme.

For more information about CMC:

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