

Resume Makeover

SPEAKERS

Joyce Irby, Deborah Mannia, Sue Bunnell, Ellen Bradley, SONYA SIGLER, Myra Nawabi

SONYA SIGLER 00:03

Welcome, everybody. My name is SONYA SIGLER. I started these webinars, I refer to them as the next level, I try to cover topics that I don't do as a coach, and that tend to come up with my clients. And so I bring in other experts as needed to help them get to that next level for whatever that is for them. So in today's case, it is to get more specific resume help. I help people tell their stories, and I help them draw out their strengths and figure out what those are and then work with people specifically to do the resumes and the LinkedIn in ways that I don't do and can't possibly have the expertise to do as a lawyer. So I want to welcome Sue Brunel. She is a lawyer at Wells Fargo, and she's also a self-proclaimed career therapist, which I love. And she's an amazing advocate for women and speaks a lot and is in leadership teams for a couple different organizations. And Sue, if you want to just say a little bit more about those organizations and your role, that'd be awesome. Yeah, I'm

Sue Bunnell 01:08

the president and chair of leading women in technology, which is a national nonprofit that does year long programs, that puts together cohorts to help women learn and be accountable and support each other through their professional challenges. I think it's been especially meaningful during COVID when we've had I think, so few actual contacts with folks, I'm also on the board of professional businesswoman of California, where there's a large annual event. There's also some smaller events for young Women's Professional summit, I really enjoy doing that planning and work. The sideline my career therapy, is just something I do on the side because I realized that resumes make perfect sense to me and inexplicably are loathed by everyone else. Although I will admit when I have to do my own resume, I also love it. So I do have some sympathy for all of you who are in that space. But I'm excited to be here. Thank you, Sonya, really excited to talk to him to be in conversation with Deborah about what we did together.

SONYA SIGLER 02:07

Great. Deborah, let me introduce you, Deborah Mannia has graciously agreed to have her resume and LinkedIn information and profiles laid bare and picked over. So I want to thank you for being willing to do that and being brave enough to be vulnerable to do that. I've known Deb since we started law school together a very long time ago. So Deb, do you have anything you want to add about about your involvement in this?

Deborah Mannia 02:39

Sue is wonderful and sees me a way that I think others that know me really well could but in a way that I could not put onto paper to save my life? Excellent. Well, I

SONYA SIGLER 02:51

can't wait to hear more about this. Okay, next up is Joyce Irby. She's someone I met through a moms club when my now 23 year old was, I don't know, three or four. So I've known her for quite a while. And I've got to see her career progression through the years. And I'm excited to hear what she has to say she's in the HR field, and she uses talent to help companies grow. And I really love that. And Joyce, what else would you like to add?

Joyce Irby 03:17

Thanks, Sonya. I'm so thrilled to be here and and to meet all of these other impressive people that are in the space, and you're just impressive people that are out there. Look for jobs, I really enjoy just matching people, whether it's matching people to the right opportunities or matching people to the right, people, you know, just keep building connections, just like you do Sonya. But my career has been in human resources for about 20 plus years, I won't go into too many numbers. And then I've helped build recruiting teams, I've actually implemented applicant tracking systems to interface with LinkedIn. I've also done a lot of recruiting executive level all the way down to executive assistant over the years, looked at a lot of resumes and left what you said Sue about doing your own so struggling with my own and I was on a job search last year and had the benefit of a wonderful career coach so brought a lot of learnings from her as well when I was partnering with Europe. And thank you for having me. Awesome.

SONYA SIGLER 04:16

So let me introduce you to Myra Nawabi. She also graciously consented to do this. And she's actually the reason I held this because when we were coaching she's like I really just want someone to do this for me. And I don't do that. So I was like, well, let's put an event together and have someone look at it for you and and help you through that process. So Myra, thank you for that instigation. And what would you like to add because I met you originally, what 4334 years ago, she was running the lean in Palo Alto group and brought me in as a speaker on personal branding. So that's how we originally met. So what would you like to add?

Myra Nawabi 04:56

Um, I'd like to add, you know, I would, if I asked any of you to put together a circuit card or a propulsion system, you would balk at it and say, oh, heck no. And that's how I feel about resume writing, right? I'd much rather put together a propulsion system or design the circuit card assembly than to write about, you know, what I've done or where I've been. And so I really enjoyed working with Joyce, she's amazing. But at the end, I think we we agreed that it was best that I hire someone for this, you know, and, and one of the mottos that I have is outsource everything but love so or we're going to outsource this.

SONYA SIGLER 05:43

Excellent, I can't wait to hear more about that process that led you to that decision. Okay, I am going to introduce the last person. So I want to say Ruth Alexander, she cannot make it today because her father is in the ICU, in LA and I just want to make her apologies. She, she was super upset that she wasn't able to join us. And I'm like, take care of family first. So that's what she's doing. And I had a good conversation with her. So I know what her hot buttons are. And some of her advice, which I'll share when we get to this. And she was paired with Ellen Bradley, who has had a multitude of careers in

terms of being a paralegal and a teacher, and now is looking to make a full time living from writing and editing. And she's going through a transition. So I know a lot of the questions that people asked in the RSVP form, were centered around positioning, and how to make that gap between what you want and what your current position or prior experiences. So we're going to chat a little bit about that. Ellen, what else would you like to add? I add, but before you do that, I met Ellen, at the same time I met Deborah, which was at the beginning of law school. And I have Ellen to thank for my first job as a lawyer, she recommended me over her husband at the time. So that tells you how strong our relationship is. So she got me started at a law firm in Los Altos. We tend to for attorneys, and I was like I never in a million years want to work at a law firm again. So I've been in house for all of my career. So thank you for that. Ellen.

Ellen Bradley 07:18

Oh, you as we go through this all the time. You're very welcome. It was the it was the beginning of a beautiful friendship. Yeah, it's a an interesting time. I mean, it's funny how many changes we've watch to each other go through. And so this is a very interesting time for me. And never before in my life have I felt like I needed to have a proactive resume ready. And that's what I need at this point in my life, is to have that proactive resume that I can pull out at any at a moment's notice and say, here it is. So I'm really looking forward to getting help with that.

SONYA SIGLER 08:07

Excellent.

Ellen Bradley 08:08

And I have a very loud dog who is also very unpredictable. So I will stay muted unless I need to speak.

SONYA SIGLER 08:18

Thank you. So I want to put this into context. So one of the things that I've always struggled with is how to present myself or sell myself in a way that gets the strengths across. And so when I was at Sega, I discovered I hated being a lawyer. And then I really wanted to be on the business side. And so I had found a job on the business side. And then the general counsel at the time was like, Over my dead body, are you leaving the legal department like there's not going to be a lawyer somewhere else in the company. So I ran into kind of what I labeled as a political buzzsaw, which I didn't recognize at the time, but do now. And so I I very much want to get to the business side, but had only legal experience. So that was my first hurdle in terms of being able to tell my own story. Then the second part of why this whole topic is important is the reinvention. Being at startups over the years, I had to reinvent myself multiple times because the startups would either be purchased by somebody or bite the dust. And I'd have to start over again. And so I've had a little bit of experience telling my story along the way. I had a come to Jesus kind of moment with a headhunter. So I was at the time the sole breadwinner. I had been at a startup for nine years that was bought by Ernst and Young I had to go find something else to do. And I was getting interviews, but I wasn't getting second interviews and I wasn't getting offers and I was super frustrated and worried because I was the only income. And finally a headhunter took pity on me and she's like, I don't know what you want, like do you want to be CEO or do you want to be general counsel and I was like, Yes. Like, that's what I've been doing for nine years. And so she's like, been looking at your resume, I don't know what you want. So I ended up doing two flavors, one for

operations, and one for legal and that helped enormously. So I can't wait to hear about those specifics as well, especially when it comes to my resume in terms of getting to that next level of executive level positions for managerial positions. And then last part of the context is, I've written all this advice down in two books, and I'm getting ready to do the third. So the first book is welcome to the next level. And at the end, I'll give you a link so you guys can all download it for free. The second book is what's next for my career, where we kind of peel back a few layers and look at Okay, I used to want this, I used to want to be a lawyer. Now I don't, what do I want now. So I find a lot of people coming to me as coach is that that's where they get stuck. And they are in a career that they used to love, but don't love it anymore. And now they have to do a little more soul searching to figure out what do they want? And then how do we get there. So I help people dig that out, figure out what their story is, and strengths are and to be able to go for that position. What I don't do is what you're going to hear today in terms of how do you make it look great on the page and in the profile that you're doing. So I'm going to start with Joyce and Myra and Myra, if you want to just give a little overview about what you were looking for in terms of help. And then Joyce, tell me a little bit about your approach. So Myra, let's start with you.

Myra Nawabi 11:30

and just for me, I'm very clear on what role I want and which industry I want to be in. That was, you know, right off the bat, that was easy for me. I think where I've struggled for a good chunk of my career is the positioning right is, is I show up a certain way. And I don't know how I show up other than I can get at it. So it was what I was looking for was and someone that could tell me that your resume doesn't make you look like an executive, which is exactly what Joyce said she was like, No, this isn't executive attorney. But so so that was helpful. And the reason we I came to the conclusion that I should hire a professional is because I could sit here and spin my wheels all day long. And I would still end up where I ended up, which is, you know, this resume that I put together. And I still think it's not even, like remotely doable. So it's, it's best that I go to the professionals paid them and get them to do the work. But getting clarity that yes, my resume was definitely not showing me in the life that I want them to be seeing was very helpful.

SONYA SIGLER 12:57

So I just want to let everybody know the documents that we're talking about. And then I'm going to share, I'm going to share those on the very specific page. It's a private page that you can't get to without the link that people can see the documents for themselves. And Myra, did you want me to share the PDF or the word document as you guys talk? And

Myra Nawabi 13:18

we can start with the PDF first. So I'll tell the story of what the PDF is. And then I'll explain what the Word document is.

SONYA SIGLER 13:28

Okay, you talk and I will share the document.

Myra Nawabi 13:31

Okay. So the PDF is a resume that I had paid someone about \$3,000 to create. And I looked at this and everything about this resume, when I read it said, mediocre manager, it didn't say an executive who

delivered and you know, we've known each other long enough at the you know, that I delivered. So somehow that delivery was not showing up in this resume. And so I bought a templates from a website, and and then transferred a lot of this information and added some information and that other one, and that's where the word document came in. Okay. Sure that one.

SONYA SIGLER 14:23

So Joyce, tell me what your reaction was when you came into this and took a look at what my was talking about.

Joyce Irby 14:36

Sorry, my mute button moves when you started broadcasting, of course. Yeah. So yeah, just to take a step back. So when Myra and I met and she shared with me sort of her journey around getting the interviews, what happened with the interviews and then kind of what she was not hearing from the universe, about Who was plugging into her skill set and who was actually pulling her into opportunities? What I suggested and Myra shared pretty much what she just shared with you all, is why don't I just go in cold and take a look at your LinkedIn profile? And take a look at your resume? As if I was a recruiter without even the job profile in line and just give you notes on what it's saying to me, like, what is it saying to me about where would I put this person? What are my questions? What am I not sure about? Where am I getting just maybe a vibe, and I just went through and just did an analysis both at the LinkedIn profile, and then of the resume, and then gave that to Myra. And then we met again, and you know, we spent a good amount of time together, I we met the first time for about an hour, they met the next time for about an hour and a half or so and kind of talked through everything, and realize that, you know, my risk, got an amazing background, amazing experience, and verbally, what she was telling me was just not popping out of what's out there, right. It was, what her marketing brochures are saying, which is what I usually call it LinkedIn profile and a resume. And so as we started to realize the the volume and I and I took a Word document and started making some suggestions start to realize, wow, this really just needs reworking. That's when my IRA and I don't wanna speak for you, but that's when we kind of at the end of the conversation said, Yes, let's pay somebody to go out there and just redo all of this and just take everything out of, you know, what you verbally would tell somebody if they were in front of you. And let's see, if we can tweak it and get it into something that's going to spark interest. Now, then you get the opportunity to tell your story. And that's really what you're just trying to do with the LinkedIn profile or resume just to get that foot in the door. And then you own the messaging the rest of the time. So that was that that was sort of the methodology that I applied, and usually what I would do for others, and like I said, had somebody similarly do that for me last year.

SONYA SIGLER 17:00

In the process that you went through Joyce, for your own search, I mean, you You said you were you felt like you were older, you're like your daughter's off to college, or now an empty nester. So 50s, you're looking for a new job, you've been in HR for a long time. Tell me about that process for you personally,

Joyce Irby 17:18

and sort of the journey you were on. And it sounds like okay, so I see within HR for 20 plus years, but the thing about human resources as a field. And when I started off years ago, I started off in specialties

and started to realize the specialties at that point in time, were the first ones to get laid off. And I happen to be one that was laid off and realize, Oh, I have to become a generalist. And that's like a leap of faith. So I had to go out and get a certification. And then someone had to hire me on a leap of faith that they would believe that all these other areas I had no experience. And I could do. So I did that career switch at that point in time within my overall function. And then keep it interesting, I switched from one industry to another. And so when you look at my resume, so last year, when you got to my resume took a look at it. I'm not a linear, I was on a fast career trajectory, until I had my daughter 23 years ago and stepped off into my own business for 11 years in consulting. So I was on a fast trajectory then. But most companies are only interested in your last 10 years. So the story I had to tell was okay, so why did I do consulting, and then from consulting, go to a nonprofit, and then from a nonprofit, wow, boom, went into a tech startup that was global that I had, you know, full responsibility building their HR function, I was head of HR, I was on the executive team I was in for the board. And then I went from there to an HR business partner roll it into it, which didn't look like it was at the next level up. Meanwhile, they wouldn't have known that at Intuit. That's the level they were hiring, because that's the level they want it. So there was just a bunch of stuff that was going on in my resume. Yeah, but explain that right, I just needed to get in front of somebody to talk about, but then I couldn't even use all these words, you have to be succinct, right? COACH was super helpful was to say, Okay, how do we tell your story on your LinkedIn profile? How do we spark the interest in your resume? Let's get that sustained. Now talk to me about the stories, you're going to tell people about why you chose your career path. And I'm here to say that trying to find a job during a pandemic, as hard as it was, it still worked. And it might have been even to my advantage to be interviewing over video. And I can't wait to walk into my company in January and have the see all the left lines around my eyes and the smile eyes rattling like, you know, I know that all of a sudden realize, oh, maybe she's not as young as she looks at the great lighting and the distance from the screen. So it's gonna be, you know, and I joke, but they hired me knowing the background of my experience. But yeah, it was.

SONYA SIGLER 19:40

Yeah, so I think if everyone can take a critical eye to their resume and LinkedIn profile and say, is this going to get my foot in the door, right so that I can verbally tell my story so I can give more information so I can give that animation and passion about what I'm excited about. So I would say that's kind of the first thing I heard. was take an, take an objective look and does it? like in Myra's case? Does it really say how amazing she is? And you look at her resume, and I don't think it does her justice. So I know like when I looked at a couple resumes this week, all like, they were lawyer resumes. So all I could think about was, these are boring, like formal, boring, and they don't actually show the passion they have for what they do on a day to day, day to day basis. So that's one thing I would just say to everybody on this call today and listening to this recording is to take that tough, objective look at what they have. And does it actually say that to you? Um, let's see, Myra, I wanted to ask about your process, and in deciding to hire someone to help you and do this for you, and what was your biggest consideration in in, you know, picking the person that you did?

Myra Nawabi 20:56

Oh, so I've spoken to quite a number of companies, right, I scheduled calls with them, and I got quotes for \$10,000 all the way to like \$300. And that's silly that. Yeah. And, and, and I could not, and so I asked every one of them to send me a sample. And I said, I'd like to see a sample of the resume that

you wrote. And when I read the resumes of the people that they wrote, it didn't like, I wasn't impressed. I there was no story. And it just looked like somebody wrote it for you. No, no, I couldn't tell it from a corporate, any other corporate resume that I have gotten. When I interviewed, shimmering, the thing that stood out for me was that the gentleman's mother of his own mother was in science and technology. And that was important to me, because all the other companies that I talked to, I would say, could you please send me a resume of someone in science and technology, I received a lot of resumes of finance, marketing, and HR, which is no disrespect to all of the people who does marketing, HR and finance. You're amazing, but that that's not what I do. And so it didn't represent me. And I wanted to see what the resume of an engineer look like, and how would you position somebody who spent, you know, 16 years in engineering and engineering operations? And how would you position that person? When I was very disappointed that every time I would ask, I would get a resume sample? The somebody actually sent me a resume of a procurement person saying, well, this is a technical resume. And I was like, no, not exactly. Exactly. And so in deciding to hire the current resume writer, and the reason I did that is because they focus specifically on people who are in engineering and technology. So I don't have to explain circuit guard assembly to them over and over again as to what that means. The the gentleman seems to understand technology, because he was a journalist who covered technology for 20 years for NPR. Right. So that gave me the confidence.

SONYA SIGLER 23:26

Excellent. Yeah, I think asking for samples and finding the right size and the right experience for what you need is really important. Okay, I want to move on to sue and Deborah. So Deborah, if you just want to set the stage a little bit about why you wanted to participate and why this was something you were willing to be vulnerable enough to do and share. Let's start with that. And then I'll, I'll get Sue's take in her approach.

Deborah Mannia 23:56

So I was looking to go back in house, I hadn't done a resume and, you know, the 10 plus years, but even before that, I really haven't had to do resumes. I've just had jobs land in my lap. So I didn't know how to do a resume since things have changed. I did a lot of research. I talked to a lot of people. I got all sorts of samples, and I attended marketing seminars, branding seminars, read books. And I just am not the best resume writer in the world. I'm probably close to the other end. I need help.

SONYA SIGLER 24:36

Great. Well, you came to the right place. Sue is pretty amazing. So Sue, let's hear a little bit about your approach. And then what you guys went through. Well,

Sue Bunnell 24:44

what am I Why don't I let you have a look at Deborah's original resume and Deborah's original LinkedIn. And I think I want to I want you all to see what I saw when I started the conversation with Deborah. So while you're putting that up, Sonya, You know, my experience, my background is that everyone has a story to tell. And I think my goal is to make sure that the person's expertise, their excellence, their experience, is is really the story. So if I could get the original resume would be great. So this is the original LinkedIn, as you can see, good picture, great background picture. But the title that sits under Deborah's name was super busy, right? It was very busy telling you things about who

Deborah is, but unless you were jotting it down, you weren't going to be kind of processing it. If you'll scroll down on this page, you can see that when she describes herself, it was really just a, just a whole bunch of nouns thrown together, right. Each one of which is true and has an it's an interesting part of Deborah's background. But taken all together, you sort of had a feeling that somebody had slipped up a book and had put important words in front of you, but kind of hadn't had it all hang together. So this was the the LinkedIn if you could flip over to the original resume, looking at the original resume, when I've got it on my screen, so I'll start to talk to it while Sonia brings it up. It's a resume that had some of the same feel to it. It's a resume that pointed to the LinkedIn page, which I don't think was carrying Deborah forward. But it was lots of little chunks of data. Right. Again, the top part was a word soup of of a comp of of descriptors. There was a section on core competencies, more sort of words with bullet points. Nope, that's the final one.

SONYA SIGLER 26:48

Giving away secrets Hold on.

Sue Bunnell 26:50

Yeah. And, and but more More specifically, again, as Joyce and and other folks who interview will attest, you've got between six and really generously 15 seconds to have somebody's resume catch your eye. And so the reality is, you need to make it easy for them. Because it's it may be true. And Deborah is absolutely right that all of those words describe her. But what the reader is forced to do is plow through some pretty dense words without a story to get to, to get to who Deborah is now, if Deborah's resume was put in front of them, because her her best friend, or you know, was the hiring manager or knew the hiring manager or what have you. So looking at Deborah's resume, it immediately points out to a LinkedIn page that, as I mentioned, I don't think does that much for Deborah, there's a there's a dense set of text up top, and then a list of core competencies, but sort of a contextual, right. I know she does regulatory compliance, but I don't know it was in relation to and what the results of it were, when you get to the professional experience. She has been someplace for 16 years. But again, it's sort of just a set of words of stuff she does, right. So, you know, the reality is that we aren't just tasks, right? manage this, develop this oversee that, when we're reading, even in a resume, we want to see what the outcome was right. And we we also want to see what the impact to the organization was. Because whether your internal counsel or outside counsel, as a consultant, or whatever your role is, it may not be that you move the whole needle, but you certainly want to show the impact you have. And I'll give you a really great example. Right? Somebody who, somebody who's an amazing plumber, right? And somebody who's a terrible plumber, right? If you have a plumbing need, someone's like, Well, you know, I come in, I replaced the pipes, right? So somebody can say what they do. But But if you do it really well, you can say I, I do large scale plumbing projects, I do it on time and to budget, I guarantee my work for 12 months, right? So they're doing the same tasks, one of them really well, one of them not so well. But giving somebody a sense of how you do what you do and what the results of those activities are helps to even in this, you know, two page story, understand a little bit more about you. So Deborah had her jobs listed her jobs listed, and she did have key accomplishments, which is not the case of all the resumes I see a lot of times it's just a list of activities that they do. But again, you know, as much time with as much physical space was spent on education as was spent on her 15 years of her last job. So there was a lot of I mean, my personal belief is every word on the resume should be aligned to the job you're going for or should be adjacent right? should be an analogous skill,

a skill that you can or maybe, you know, one side or the other. Because if it doesn't move you forward, it should be gone. Right. So there was a lot of it was really hard to read this page. But also there was a lot here that wasn't serving her and wasn't really explaining what she did, or why what she did mattered for the kind of role she's going for. So she's going for senior leadership roles in a lot department. In a smaller medium sized organization, the very organizations that she served as outside counsel. So if you could put up the new resume, I would appreciate it,

SONYA SIGLER 30:37

you know what I mean? Yeah, I'll share, what I'm going to do is just share my screen, because it'll be easier to see both of them side by side.

Sue Bunnell 30:45

Great. So the, the new the old one, maybe, if you could scroll on the, on the old one up to the top, that would be great. So the old one made the reader do a lot of work, the reader had to kind of hold all these descriptions in their head, and then hold these core competencies in their head, and try and imagine how that description of top and those core competencies may have figured into the word salad. That is, you know, sort of the description right under the current job, Principal Law Offices of Deborah. And what I did was, I really wanted them to understand that the 15 years that she's been doing this job, have been years of incredible service, and, and critical partnership with her clients. So we broke out the expertise so that it was easy to understand that she is a successful outside general counsel to a wide range of the very companies that she's going to be applying to, that she's able to collaborate not only to, you know, to identify, assess, mitigate and manage legal risk, but also really to empower the sales folks, because without revenue, the whole thing falls apart. Right? Again, when you get to the experience part of her current job, it's clear, there's a basic description of what she does, she provides transactional compliance, governments, governance, etc, skills, right to all these different types. But again, her talents and skills are broken down and easy to understand Chuck's commercial and transactional compliance, employment, IP and privacy, because the kind of companies that are going to be hiring her are going to have this concern on their mind, right, the document that we wrote is absolutely written for the easiest possible consumption by the reader. And when you have six to 15 seconds, you have to be mindful of who your reader is right? On the left hand side, somebody who was reading this very slowly, with a ton of patient who had time to map back and forth, probably would have gotten somewhere near there, but not with the ease or elegance. And one of the things about a resume is I'm applying to work for you. I fit into your culture, I'm able to clearly show up and present myself in a way that helps you understand who I am. That's what the resume on the right says the resume on the left says, here's my information, you figure it out. Now, not with that glib attitude that's totally not with ever was thinking or saying. But again, it's one thing to invite what invite someone over for a meal and show them a table full of ingredients and say welcome to dinner. Right. And that's what the resume on the left side, the resume on the right is a meal that's been cooked for you shaped and portioned and served for you so that it's as easy as possible to consume the excellence of Deborah's legal background, because Deborah had an amazing legal background. She just wasn't talking about it.

SONYA SIGLER 33:38

Right. Yeah, I think I'm going to go back to one thing you said, too, is that this is digestible in a way that that this one is not on the left. And this quickly allows the company or the HR person who may not

understand every single thing that goes on in each of these areas that she has experience in these areas. So it's like checking that box right away that she has that experience, as opposed to I can't find it over here, that all the same information is on here. But it's it's so much more digestible on the side on the new one.

Deborah Mannia 34:14

If I can interject, I just say that this was not anywhere near my first version of this. You know, it is really hard if you don't know what is expected on the other end, to be able to figure out how to present that and having somebody who knows your industry, and who knows, understands the information you're trying to present, I think is key. And that was something that Sue brought to the table that other people that I've dealt with, you know, I've talked to formally or informally, they may not have understood the legal industry or where somebody fits in as a lawyer and houses and what they bring to the table or should bring to the table. So for people trying to get their resume in order that was super important to me. made a big Big difference.

SONYA SIGLER 35:01

Yeah. Deborah, why don't you talk a little bit about what you did to actually make these changes on here?

Deborah Mannia 35:09

Oh, I agonized. It was hard. It was so hard. As many times as I have written, I rewrite my resume and my LinkedIn to try and fit them into what I saw as somebody else's who looked good, you know, oh, that's a good format, or these people who know what they're doing, say, do it this way. It was still really tough, because like Sue says, You need to tell that story. And then she gave me the buckets to put everything in for my current experiences, and said, Go out and write your accomplishments, your stories. So you have your story sheet. And I've gone through that exercise before, but it was a little different. Because it wasn't just give me accomplishments or things that you're happy that you were able to do, or or had an impact it was give me examples with the story behind them that fit into these buckets. Right, getting the buckets, I think was the first step to being able to put this on the right path that you're embracing. Yeah,

Sue Bunnell 36:16

I think a lot of it too, is just talking about how how you think about yourself, right? I think when when you see yourself, as you know, somebody who has seen this kind of situation, who has done this kind of response, activity, intervention, you know, proactive, reactive, work, whatever, and produce this kind of result that's had this kind of impact or outcome on the company, when you start to think about your stories like that, I really do think that thinking deeply and well about how you set up your resume is actually fantastic preparation for the interview, because you start to think about the full story. And obviously, the resume is a tiny little condensed version of it. But it really does, I think, prepare you for that. So again, if you could flip to the second page of both resumes. Again, one of the things that was important that was that we we really emphasized things in earlier jobs that she didn't have in her current job. And so again, when when you're on a resume, you don't need to say the same thing over and over again, you need the earlier entries in your resume to highlight the things that maybe you haven't had an opportunity to do or haven't been called upon to do in your current role, or the roles over

on the first page again, to the extent possible, it's always great to put in numbers to put in dollar save dollars earned. But even when you can't use objective, or quantifiable numbers like that, it's important to talk about time saved, because time after all is money, it is important to talk about, you know, either the downward trend of bad things or the upward trend of good things, want them to understand what your your impact is. And especially in a in a world where Deborah is looking to join a company that is, you know, that may be small, still be run by founders, it was really important to dry out the details of the job immediately above education, certificates and membership and talk about the fact that she founded a company and she ran a company and she set up a company, again, something that's going to help them to understand that she does, she's not a lawyer from big law who has done you know, one thing over and over again, she's somebody who set up her own company, we made a big point of making it a little bit clear in her education, certificates and membership, what was most important, and we deleted a bunch of stuff that you know, 20 years into your career really didn't much matter anymore. Probably mattered to get your first job but didn't matter after that. So we right sized, the education certificates and membership to really give the space to the stuff that matters, which is the work she's done. Since she graduated.

SONYA SIGLER 38:51

I think one of the questions I get a lot and there are some in that in the chat window, as well as the questions that were sent beforehand, have. I've been told different things. So I've been told to do the paragraph versus I've been told to do bullet points what is right, and I kind of fall in the middle where I give a little bit of a description. And then I go into bullet points. And I tried to do that on LinkedIn. And I tried to do that on my resume. And I hope I never ever find a job through my resume again. But if I ever had to that is that kind of how I approach it. And I really like to that you said everything that comes after your initial experience has to support it and not be repetitive because I think that's one of the things people can fall into that trap of Oh, I did the same thing here. Let me just repeat it.

Sue Bunnell 39:42

I think you know, you wouldn't go into a grocery store and go do your big shopping without a basket and if you scroll up to the current job, and so yeah, you can see, you know, they're gonna get a lot more detail but under fractional General Counsel, there's a basic description of what she does. She provides transactional compliance etc. If they don't read anything else, so they will read more than that, but if they don't read anything else that needs to be a, you know, if they read the expertise and the first job description, those two together really need to speak to the call to action that's in the job description. On that point, I want to say, we were looking at a number of different jobs. So, you know, I really do believe that when you're applying for a job, do you need to edit your document your your resume, in a huge way every time? No, but I do think it is good to make sure that it addresses every major requirement and call to action from the job description. I'm not when I know the applicant tracking systems are used in about a quarter to a third of all jobs more and more actually, I think it's going to be with lever and with some other things that are out there in the world. I do think that you know, where you are describing something using a certain phrase like a software as a service, right? If they use hosted software, they use cloud software. Again, there's nothing wrong with using the same terminology they use in order to have your words picked up most clearly. But more than anything, making sure that you're describing the same activities, traits, characteristics, intentions, achievements, that are described in the job description are really important, because if you take the attitude of this is

fine, I will absolutely explain how mapped I am to the job when I get in the room, the chances are, you may not have the opportunity to get into the room, if it doesn't align well enough for them to see you as successful in the role.

SONYA SIGLER 41:33

Right. So one of the questions is does font matter? So I noticed one of the things here is it changed dramatically, more space? Seems bigger.

Sue Bunnell 41:42

Yeah, there serif, and san serif. Serif has the curlicues on it like, Times New Roman garamond. Georgia, sans serif is a little cleaner. And frankly, I've done a ton of studies on fonts because I'm that kind of nerd. Sans Serif is actually a ton easier on the eyeball to read. Having it space just slightly is a lot easier to read having some having some differences in margin, having some differences in presentation, some paragraphs, some bullet points, actually, it leads the eye downward in a way that has been proven by people who do this for a living and not me, I just use all of their research to my advantage. So again, you really do want to make it visually easy to consume, because there are times when I've seen a page full of bullet points. And it was actually not a bad resume content wise. But I had to take out a ruler to read it because it was so visually impossible to get through. And it's it may be stupid, but you know, the automated tracking system would have activated that person as a great candidate. But they may not they may have gotten short shrift because they haven't made it easy. And frankly, it's a real skill, can you present the relevant information in a way that your audience needs it in order for them to understand and make a decision that's as relevant for a salesperson as it is for a marketer as it is for an engineer, as is for head of product? And if you can't do that in your resume, when you've had all the time in the world to work on it? What what's going to make them think that you're capable of doing that when you need to do it like this at work? Right. So why don't we bring up the two LinkedIn pages? Okay, I think that'd be a good opportunity. So as far as I'm concerned, LinkedIn is a great conversation with the reader, right? It should be the natural language that you would use that you would use if someone said, Hey, you know, Debra, tell me about yourself. You guys saw the LinkedIn that Deborah had had before it was dense with descriptors and types of work that she did. But you didn't really get a sense of the lovely lady that is Deborah, right, and why she's so enthusiastic and what she loves about the job and the fact that she's normally called in to start on these complicated complex transactions that they can't do on their own. But it you know, they love working with her, and it builds a relationship. And I thought that was actually a fantastic story to tell that she has been sort of a serial outside general counsel to these companies over the last 15 years. And I thought that was a great story. It also sets her up for an opportunity to be to go from being an outside general counsel to being an inside General Counsel. So I think if we can bring those up, I think I can show you the difference in the way Deborah talked about herself, which I think is going to make a difference, not just again, on the static document that is the LinkedIn but ultimately, Deborah, I think, in the way you talk about yourself in the interviews that I know you're going to have.

SONYA SIGLER 44:40

Okay, let me know which ones you see. You see both Deborah's Yep, we see both Deborah's. Okay,

Sue Bunnell 44:48

so so you can tell the descriptor goes from being a series of roles to being a description of who she is right. And she She has an outside GC to high growth tech companies and a nonprofit founder, being a founder is going to help folks who are founders understand She's got some identity with them. The about story, I'm not going to read it to you, because you're all they're super good readers. But, um, but I think you can see that it tells a story about who she is, and how she comes to be such a valued part of, of these of her clients. Success. So Deborah, I'm not sure I'd love to hear how you feel about the transformation of the LinkedIn.

Deborah Mannia 45:32

You know, Sonya's comment actually is, is apropos, I just feel lighter. It's more like how I talk to people when I'm actually having a conversation instead of trying to fit a resume into a LinkedIn format, which is pretty much what I was trying to do. And I understood that LinkedIn is supposed to be this marketing thing, I understand what marketing is, I now understand what personal branding is. But I didn't know what to do with my resume content and how I was supposed to fit that into LinkedIn. It just escaped me. It seems really obvious now. But it has been.

SONYA SIGLER 46:18

Yeah, I think you're getting your message across better. Now. I think a lot of people make this same mistake in terms of putting a title here, and a laundry list of things here as opposed to who they are. And I think for what you're trying to achieve, and and find a role with a new or startup company that this is much better in terms of nonprofit founder, being a founder, like Sue said, is going to resonate with people who are founders looking for someone like you?

Deborah Mannia 46:52

Yeah, Sue was instrumental, obviously, and putting this all together and trying to help me figure out and understand the role of LinkedIn. But something she said really resonated with me. So I'd like to repeat here, she said that LinkedIn should be a conversation with somebody about your resume. So if you're talking through your resume in an informal setting, how would you do it? And that's the way that she directed me to start rewriting. And that approach really was very helpful.

SONYA SIGLER 47:26

Yeah, huge difference for you. I just want to add one thing here. So Deborah puts, and this I see a lot of people have issues with in terms of being able to, to map what they're doing and what their accomplishments and achievements are to something that's numbers based. So some things you said earlier, that's really important is how can that be mapped to a number, whether you're increasing revenue or whether you're decreasing? You know, a loss? How can that be mapped to numbers? I know I personally struggle with that. One of the questions I was asked, Well, how many people have you trained? And like, I don't know. So I broke it down. I've trained people from kindergarten to professionals. I've taught yoga to kindergarteners, I've taught statistics and linguistics to lawyers. And then I broke it down, okay, law firm lawyers, other conferences, private webinars, all of it, and it's over 1000 lawyers. So when I started breaking it down and mapping it to what I'd actually done, then I could come up with some numbers. Otherwise, I felt like I was just doing my job, oh, I negotiated with 50 banks to launch, you know, to launch cricket, online banking back in the day, you know, when you actually start breaking it down, then you can map to some of those numbers. And I know helping people

tell that story is one of the things that I do and I try to do in terms of finding their strengths and finding those stories that that can map to those numbers in difference.

Deborah Mannia 48:47

It's hard to come up with the numbers. Luckily, I have some notes from some of the things that I did. But I didn't have the exact numbers. So sometimes you really can't quantify Exactly. Because, you know, when I was in house, what I used to say is, look, if I'm doing a good job, you're not going to know how much money I save you. But if you really want me to look at and go out and get verdicts that are against people for making the mistakes. I'm counseling you not to do we can have that discussion. But I don't know how to that point.

SONYA SIGLER 49:16

Nobody's willing to pay for that.

Deborah Mannia 49:18

Right?

Sue Bunnell 49:19

I use those numbers all the time to convince my people to do the right thing to rise up on that. But, um, you know, for us, it was it was important to I think just to make it easy to see what was most important, and to delete the stuff that wasn't moving forward. Again, both the LinkedIn document and the resume those are marketing documents, right? When someone's trying to sell you a Tesla they are never telling you about the glovebox. They're never gonna tell you about the color of the wiring, right? They want to tell you about the things that matter most the engine size, the beautiful screen, the whatever it is. I don't have one obviously I would be doing a much better job of describing if I did, but you know, taking it back to the resume, you know, really ask yours So what is what is critical not for me to say like, there's a lot of stuff in people's resume that they really, they have such a hard time deleting. And I'm like, it's not helping you, it doesn't mean that that didn't help you get where you are. But you don't need to write those words on this page to try and get this job. It's really be strategic about what they are, and really be ruthless about what you're willing to cut.

SONYA SIGLER 50:23

You know,

Deborah Mannia 50:24

I think that you need somebody else to do that. Yeah.

SONYA SIGLER 50:29

Or to say it's okay to let this go.

Deborah Mannia 50:31

Well, you need them to help you figure out what's important and what's not. Because doing it yourself, it's like decluttering your house or getting rid of some of your clothes that you maybe haven't worn in a

few years that you have fond memories of wearing maybe, right, we need someone else, you need that objective point of view. Yeah,

SONYA SIGLER 50:48

I think that's hugely important. And I want to talk a little bit about let me just close these documents. So don't get lost in these. I do want to talk a little bit about Ellen's situation. And Ellen, I'm going to while you tell us a little bit about your transition, I want I'm going to look for your resume and the job description. Talk a little bit about what what you're doing. And I will, I will share the the things that Ruth shared with me in terms of helping make that transition. So okay,

Ellen Bradley 51:23

so um, the place I'm at now is that I never really focused on career, I focused on being someone else's support for a very long time. And so what you'll see in my experiences, that I start in one arena, and I move into various arenas all around, and none of it kind of really seems to be like a cohesive career path, because it wasn't, it was more about adapting to circumstances and going on to the next thing and being in a support role and doing what I could for that type of thing. And I clearly totally neglected tools like LinkedIn. This is a Wow, I can't even think about the last time I actually went beyond this. So you can say this is this is clearly it's skeletal. And that's, I've never really invested in that as a tool. So um, that's the LinkedIn part of it. I have the resume part that I submitted to was also a resume that I put together when I was promoted at the library and took it took the next position up to library director. And it's a it's a very small library, there's no, it's I think we could fit inside the bathroom of the New York Public Library. But it's, again, this was they needed this for their files. So at when I was the assistant director, I threw it out there. It is not at all directed towards the career path that I want now, which is to develop my no at 54 develop my career as a writer, which is something I always wanted to do. So. I started working, I started researching for I've been doing content creation and communications for companies and attorneys and that kind of stuff for seven years now, eight, nine years now. Wow, nine years now. And I want to make that the focus. So I started researching. If you are in a creative field, what do you need to express through your resume? And the this may contradict with stuff here, but everyone has said it needs to show your passion for your creativity. So that's why it looks so different.

SONYA SIGLER 54:28

Can you see? Can you see both? Yeah. Yeah, I think your first eyes man and then I'm going to ask Sue and Joyce to chime in here. How do people feel about contact information on the resume, like address and things because I've seen a couple different articles recently of don't include contact information like don't take up valuable space and I've seen other say, make it easy for people to contact you.

Sue Bunnell 54:57

Honestly, I am no more I think the street address is used to Zillow. I, you know, nobody is going to contact you using that I think they might mail a package home of welcome package, but mostly what they need is your phone and your your email, that's how they're going to contact you. I think, you know, again, this one is really heavily emphasizing the education, which is something Elon must have been what you really wanted to help them see your background and English and and rhetoric with a concentration in all these different types of technical writing. So I think that's something you've definitely brought to the fore.

Joyce Irby 55:40

Yeah, and just to weigh in super quick, as somebody who's looked at a lot of resumes, as mentioned, and just, you know, trying to make them match to the roles and match the functions, I would echo what you said about you don't have to put your street address, I do like to see the LinkedIn profile link, because recruiters do heavily. I mean, that's where they start most of the time is actually to be honest, as they start on LinkedIn, and then from LinkedIn is the gateway to maybe the next step. But if you sent in a application through an applicant tracking system, the next thing you're going to do is go to your LinkedIn. And so I do like to see that in there. At some point, it doesn't necessarily always have to be in the resume. Because if you do actually apply online, an applicant tracking system, you're probably going to put your LinkedIn profile link there, because there's a field for that. The other aspect that I would say, and I saw something in the chat about do i do paragraphs I do bullets, I'm going to come back to it really depends on the industry and the function and the professional space you're in because I can tell you that for like tech resumes. And so if my wife and I were going to work longer together, you don't want a lot of paragraphs, because really literally what the engineers want to see is there, they really want to see the succinct description, and then they want to see, you know, your success in writing code or your success and delivering on whatever technological stack you've been working on. And then they want to see your certifications, they will see if you're published. And so there's just a different approach to resume writing. And there's a lot more whitespace.

SONYA SIGLER 57:05

Yeah,

Joyce Irby 57:05

If it's something like an attorney resume, which is what Deborah was doing and Sue was working on, it makes perfect sense that you're going to have to be a little bit more detailed, and the recruiter, and you know, kind of like, what I'd love to get away from is the mindset that all recruiters don't really know what they're talking about and don't know what to look for in a resume. Because honestly, I can tell you that a lot of companies, the recruiters know more sometimes than what the hiring managers know about what they're looking for. So you will have highly specialized recruiters and in the companies I've worked in, you'll have recruiters that are 100%, focused on how do we get what they call the DNA, which are the functional support teams in so they're going to be focused on how do I fill the roles in legal? How do I fill my roles in finance? How do I fill my roles in HR, and they may even have sub specialties, then you've got the tech recruiters who are many, and some of them are technologically trained. And so they know how to parse through a resume very, very quickly. And you know, as you said, There seconds, literally seconds that they're looking at LinkedIn profiles and resumes, because the volume is so high. So I would just say, there is no one size fits all. And that's why to my replay, it's really helpful to find somebody to help you with your resume LinkedIn profile that knows your space,

SONYA SIGLER 58:24

right? super important. So one of the things I chatted with Ruth about is the transparency and authenticity. So one of the things I have on my resume at the very bottom, it says plays trombone trumpet tuba simultaneously. And I had one of my mentors say that "you gotta take that off of there." And they're like, no, I leave that on there. If if they don't understand that I have a sense of humor, and

then I bring that approach to my job, then that is probably not the right place for me. So I've seen recently, you know, whether to include hobbies or not. There's a big dustup on LinkedIn, in terms of articles about including hobbies don't include hobbies, and people saying it got me a job because I had background in photography, it got it got me kicked out of a job because I said I, you know, do whatever. So there were just I think people have different views of whether to include that information or not. I personally included because I think it's important to bring all of me to what I'm doing. And I knit in meetings. So I'm pretty clear that that's going to be a part of who I am.

Sue Bunnell 59:26

I know Mary Grace is knitting right now. Sonya yeah, so I think you're unclear and good company. The one thing I can tell you is, I think if you have space for it, whether it's community involvement, or hobbies or interests, I do think it gives folks a hook into who you are, and seeing a little bit more of your person than just your descriptions. You know, I I loved that. I loved the volunteer experience there. Again, I think it shows a little of your heart, not just your brain and your fingers. But whether it's hobbies or volunteer experience, I do think it's important to have some of yourself there, for sure. I think it helps them to see the full person.

SONYA SIGLER 1:00:06

Yeah, I think I go back to what you said originally Sue is it has to map to what matters for what you're trying to get. So I put my school board experience on there when I'm trying for a board position, because I want them to know, I had 14 years of experience on a board already. It may not include the board time I spent on an orchestra, because that was more fundraising, but a fundraising matters, then I'm gonna put that on there. So I think it goes back to the storytelling you're trying to do for what you're trying to achieve whether you include it or don't include it. Joyce, do you have any strong feelings either way,

Joyce Irby 1:00:39

I just wanted to echo that. And then also say, there's another nuance, if you have targeted certain companies, research their culture. And that'll also let you know what you should be putting on the resume, I can tell you that putting things like yoga, kayaking, etc, etc. At the bottom of your resume at a place like Google, for example. Perfect, right? Yeah. They're trying to see all in a certain companies are all about bring your whole self to work. And they want to understand what your whole self is. And I'm going to go back to you know, some of the questions that I saw that you gave us preemptively, Sonya, and I'm going to come back to you that some of us on the call, maybe over 40 are really concerned about kind of getting out there at an age that is not the stereotypical age to be job searching. And, you know, showing your activities as another way to show "Hey, I am I am active, I'm out there, I am energetic, I run marathons, I do this, I do that." It's just another piece of the marketing that you're trying to craft somebody's impression of using get in the door.

SONYA SIGLER 1:01:39

Yeah, I think that's a great point. And I also want to add one thing, you and I talked about Joyce, in terms of the ageism is show that you are working on either certifications or list certifications that you've received or education, continuing education, anything that shows that you are making an effort to stay

current making an effort to and form yourself, educate yourself and to stay abreast of what's important in your industry.

Joyce Irby 1:02:05

Yeah, and I would also say and this is coming from the work that I also do in my in my life around equity, inclusion and diversity and a lot of passion in that area. And I'm on a learning journey as well. So as I'm saying some of this, it's just with eyes wide open, is if you look at what that if you've read all the articles about what the biases are against people over 40 and what the, you know, what people think about us, right? That we are going to sit back that we're not in that learning journey still, that we're maybe not energized by our workspace that we're going to come in thinking we know everything already. So what we're trying to show is that we've got this learning mindset, we're still really out there, we're really curious that we're not done, right. So it's, you're just kind of putting that message out there that, you know, I'm kayaking, I'm doing classes, I'm teaching yoga, I'm on a board, I, you know, I'm volunteering on the weekends, by the way, I'm with Habitat for Humanity, you know, whatever it is that you're doing that is showing that you're, you're, you know, relevant, energetic, and you still got a lot to give. I don't know that about ourselves. We want to make sure that people out there, they're looking at our resume that may have a little bit of bias. Yeah, it goes away.

SONYA SIGLER 1:03:16

One thing I really like about this version of Ellen's resume is that she tells a little bit about herself, and what's important in terms of the skills that she has and that she can put to work for you. And I think that's one thing I see a lot with clients is they don't know what their top skills are. So we kind of tease that out. And then they don't know how to communicate that. So knowing your value and being able to show that value articulate it, I think is the other part of that. And then I think what Sue said, and what Joyce you echoed, is be able to map that to what matters for the position in the company that you're going for. If it's not Google, and they don't care about kayaking, and yoga, then maybe don't include that. I think that's important to match that as well. So do you have anything to add? In terms of the self promotion? We have several questions Why? What's the best way to articulate your value to leadership and others in your organization? And then some people are like, I just need to understand yourself promotion better. One of the things that I usually have people concentrate on is who needs to know your message, and what do they need to know. But I wanted to hear your thoughts as well.

Sue Bunnell 1:04:30

That's a good way to frame it. I think when you stop thinking about it as tooting your own horn, or you know, selling the used car, whatever it is that makes folks feel a little bit, you know, put off when you start talking about you know, explaining the things that you can do, right again, always the frame it comes from an empathetic frame is how is this going to hit them? What are their needs? Will you know, what, what impact are these words gonna have on my my listener again, Talk about what you can do. It's one thing to say, Yeah, I did this, I did this, I crushed it, it was awesome. It's another thing to say, you know, I've been reading too, you know, to the point Joyce made about really learning about the company you're interviewing with, I've been reading, you have this challenge. And I've had a lot of experience putting together programs like this or putting together products like this or technology like this. Again, when you frame what you're capable of doing as something that will be an absolute benefit, to hit the ground running with the company you're interviewing with, what you've done is you've helped

them to understand that you're, you're the puzzle piece that fits in their jigsaw puzzle, right? You are the person who is they're looking for. So again, being able to clearly articulate what you can do, how you can do it, and how it could impact them, is the critical part of this because it isn't just bragging, it's explaining and mapping from yourself to the company in a way that they don't, they certainly don't know if they don't know you. But they may not have been able to make it especially when you're doing something that isn't directly applicable. But you're you're arguing by analogy, that you may never have done this kind of transaction, but you've done a million transactions that are you know, brother and sister transactions to it. And you're very familiar with all the topics and familiar with all the issues, the provisions, the negotiations, the alternative, whatever. And so then helping them understand that you need to frame it for them, it's a gift that they understand what you're capable of doing. Not gross that you're talking about yourself. Again, you want to stand out, you want to be persuasive, right, this is a marketing event, a resume and a LinkedIn are both marketing events. But you know, one is more formal, the resume one's more informal. But, you know, I think you have to have enthusiasm for what you've done, and how well you've done it, because it's a sorry, dog who won't wag his own tail, right. And you need to not be waiting for other people to make your story for you, you really do need to be able to succinctly positively confidently make your case, frankly, the people on the other side of the phone or the zoom, are expecting that they're expecting you to advocate for yourself. And if you don't, it may come from just a lack of confidence when somebody is very capable. Or it may just be that they're not good at it. And and recruiters and hiring managers, when they can't tell they don't know. Right?

SONYA SIGLER 1:07:18

And they'll make assumptions, whether they know it or not. So one of the things that I think is hugely important is the self promotion in the job that you're in now. So one of the things I talked to Joyce about when she was looking to change positions was she's like, I've got all this experience, but people I work with Now, the last five years don't even know I had that experience from 12 years ago. And how do you convey that information in a way that doesn't seem so self serving or bragging or whatever you want to call it going against your culture? I think it's an essential job skill. I think like closing the loop, like when you finish negotiating something. So if I just look at Deborah's resume, when you finish negotiating that deal, send a note out saying yeah, we close the deal. It was awesome. I worked with so and so on the sales team, we nailed it, you know, give the kudos to everybody. And at the same time that reflects well on you. And I think if we think that as part and include it as part of the communication of that deal is signed, then it, it's easier and got it takes practice.

Sue Bunnell 1:08:26

It really is. And frankly, it's information they need to know, right, you're gonna get a thank you note from the people you work with all the time, I am absolutely in a practice of sending it to my manager and saying, hey, got this really great note, the project was hard for this reason, we, you know, here was some creative solution we proposed or here's something we tackled together. And you know, again, he's happy to hear it, we've got a good relationship. But it's it's all it's really important for me to continue to present myself as dynamic and effective and creative and solution oriented. And that, you know, whether it's in an email or in your weekly one on ones, whatever the conversation is, it we all do need to learn to do that. Because that's where you have these conversations of future development. I mean, some people are looking to move somewhere else in their larger organization. And I think those conversations actually set the stage for those moves.

SONYA SIGLER 1:09:20

Yeah. And I think setting the stage for those promotions or for those raises, or for that change in role, even if it's in the same company is really important to grease the skids. That example I used at the very beginning when I tried to move to the business side at Sega. And the general counsel at the time was like an Fw, it would have been better had I been able to grease the skids and say this is why it makes sense. And I won't be boring in this group. I'll be teaching them how to be better negotiators. I'll still send all the agreements in the legal department to be you know, to be papered. But I this is on the deal, making time not on the paper inside. So that would have been better at that time. And that would have been a hard lesson learned. Obviously. But Joyce, I wanted to hear a little bit about you in terms of how do you bring that experience into the conversation as opposed to they don't even know that I do this work?

Joyce Irby 1:10:10

Yeah, I mean, if you're trying to find a job within your own company, it's a little trickier, right? Because you really don't want to look like you're saying, Oh, we used to do it this way where I was before or, you know, you don't want to look like you're being selfish. antis, right. Um, but that's where it gets really interesting. And that's why it's really good to have either a coach or somebody to bounce ideas off of like I had with you, Sonya. And I had, I kind of had my little Board of Directors during my job search, and I took some real, I went inward, I went to the beach, I journaled, I did all these things to really figure out okay, what do I really want next? And what is my story? Now? What are the stories and wrote stories for each of the jobs I had? And so when it comes back to you know, how do you say it without self aggrandizement? Look at it this way, the people are talking to you, because they want to know this about, you know, if you're not going to tell them your story, there's nobody else that will. And that's, that's really why you're there. So you're, you know, going in with the, and I coach, people on this all the time on a day to day basis, go into a conversation, knowing what outcome you want from the conversation, and then have your talking points ready for that. And so in an interview, the outcome you want. And the kind of this is the cool part also about interviewing online, is you can have all your notes right here. And you can say, okay, when I leave this conversation, here are all the stories, I'll make sure they know about me. And here's all the talking points I have. And as you finish one, you just kind of check one off, you check one off, you check one off, and you make sure that you own the conversation to the extent you can.

SONYA SIGLER 1:11:33

Yeah.

Joyce Irby 1:11:34

The only other thing I would say just to for people out there that are interviewing is that you're going to have multiple interviews, keep track of the stories, you tell which person because when they all come together, at the end, collectively say what they've learned about you. You don't want them all to say, Oh, well, we only heard this one source, that means they've only done that one thing. You want to have different stories and really articulate the different stories to different people. And again, it's not about bragging, it's about making sure they have a picture of you.

SONYA SIGLER 1:12:02

Yeah,

Joyce Irby 1:12:02

that gets you in the door,

SONYA SIGLER 1:12:04

you are painting the picture. And I think it's really important to have the ammunition. So one of the things I always work with clients to do is what are your top three to five strengths? And then what are the stories for each job that you had that maps to that. So one that I developed in a group of lawyers was "I like to organize chaos." And then what I say is, every job I've been in, I have organized, made up a database tracked contracts, contract management, like when I was at Sega, we had to do a lot of M&A due diligence. So reading through agreements, and we didn't have them in any one place. So started a central filing system, like started a database, so we could look it up, you know, remotely, all that kind of good stuff. And then I realized I've done that everywhere I've been including when I was in college, including when I was in junior high. So I like bring in those stories of like, I've been doing this my whole life. I was voted "best organized" in kindergarten, and that is what I am still doing. So those kind of silly stories and those kind of skills, they come out, you know, no matter what you want. So you might like one of the things I have people do if they can't figure out what those skills are, and what those stories or success stories through their careers. What did you love doing as a kid that you're still doing now? Or that you wish you were doing now? And that kind of brings up those things? We have about 10 more minutes. So I want to make sure we get some of the questions that are answered that we didn't already cover in our questions beforehand. And then a couple that are in the chat. So one thing, Jennifer, it's very hard to write about yourself when you hear a life of admonishments Not to brag. Absolutely. This is universal. I've given talks worldwide about this. And it is universal for men and women. We think it's hard for women that men are like you, you see the braggadecio that is the one standing out there saying all the good things about him and you're like, why can't that guy shut up? This is a skill that's learned. And you really truly have to leave those self limiting beliefs at the door. You really do. And so it's just practicing.

Sue Bunnell 1:14:14

I just want to hop in here. I think most of us are so worried about crossing a line that we're standing about 25 feet back from the line. And the reality is, you know, imagine, you know, it's hard to find the voice. I sometimes tell folks I work with have a glass of wine. Right and sit down and imagine a voice in your head Who's your biggest supporter, your mom, your sister, your aunt, whoever is your biggest cheerleader? And you would say, Well, I manage this project and they would like you manage the project and you've got everyone on track. And you know, like the imagine the cheerleader enthusiasm that person would have for you. Now, and again, I think to the point Joyce was making, write it all out. This is not what's going to be in the document. This is not what's going to be the story but for people who have a really tough time bringing it out. think there is magic to putting it down on paper. And then obviously, you're not going to leave it like that you're going to spend some time crafting it. So it sounds like somebody who's enthusiastic about a job well done. Enthusiasm about a job well done is the perfect level of energy, but "too embarrassed to tell you that I did something good" is not the level of energy you want, because you're now going to make them guess, am I a good plumber? Or am I a bad

plumber? Right? Because there's all kinds of marketers and engineers and everything else under the sun, you've got to give them some markers of being successful, effective, efficient, otherwise, why would they assume that you are?

SONYA SIGLER 1:15:38

Yeah, and I think one of the things that I mentioned in terms of closing the loop and being able to see that self promotion as part of the work that you're doing is nobody knows what you're doing. They're so into whatever they're doing, they don't necessarily know what you do. And so sharing that information, even with your own boss, okay, even with your own boss, is really important, because they may not know what you're doing on a day to day basis. So I think that just is a mind shift in terms of seeing that as part of the work that you do on a daily basis. Deb, I see you want to,

Deborah Mannia 1:16:13

I did want to say something, I wanted to take two things. The glass of wine bit actually suited tell me that and yes. But I also wanted to say something that Sanya really helped me with. And that was trying to figure out what I wanted to be when I grow up. And some of her exercises about, you know, one of them that really hit me hard, I kind of thought that I was gonna get nothing from this. But the every job exercise, writing down every single job, including the lemonade stand and the skills that went into it. And then looking at the trends. You know, her organizing everything since kindergarten, everybody has something like that. But you just don't realize it until somebody else points it out to you or that piece of paper from that silly exercise "you're going to learn nothing from" tells you and stares you right in the face, but you can't dismiss it. And then I just wanted to say also that Sue was really, she was instrumental and trying to find that voice. And you sometimes need to have somebody else to help you find how to talk about yourself. It's just we hear so many messages growing up and in our positions, even if you're supposed to tell your boss what you're doing in a one on one doesn't get out to everybody else. It's not in writing, you can't go back to it years later and say, oh, what did I do? What did I accomplish?

SONYA SIGLER 1:17:38

I think it's so important Deborah to actually write those accomplishments down. I think either on a daily basis or weekly basis to be able to share those one of the most successful people I ever met, actually did that every Friday, whether it was to the marketing team or her boss or boss's boss, that's somebody she took a few minutes every Friday to do and it just resulted in a stratospheric rise for her. So get over the fact that it's hard and get over the fact that "I don't know what an accomplishment is," you know, when as a lawyer, I'm just doing my job and break it down to the nitty gritty to say what did I do this week? Myra, thoughts on this?

Myra Nawabi 1:18:22

You know, one of the things that I learned from one of our speakers at Palo Alto lean in was, she was very clear about becoming a chief operating officer that was like her, you know, she had a goal and she would work towards that. So she and her husband had a deal that every Sunday for a couple of hours, he would take their daughter and he would go and leave her in the house. And she would spend those couple of hours actually doing a digest of what happened in the week. What worked well, what didn't work well, what she was keeping in what she was eliminating, and being very strategic about where you

are and where you want to go. I've never had that problem since the age of six. I knew I wanted to be an astronaut. I wanted to work in space and every detour, just whatever happened in life. I never lost sight of that goal. And what changed for me is is you know, after I got into aerospace and I've worked for you for a number of years is the realization that I was the unicorn so called unicorn. And then in that moment in time, I sat down with myself and I said okay, so if I am a unicorn, is this how I want women and girls to see me? Or do I want more people to come so that there's more unicorns? I'm not the unicorn, right? And there's more. Yeah. And, and so for me, it's it's I've never had problems with sitting down and getting grounded and saying, okay, where am I? And where do I want to go? If anything, it's finding the right people to align myself with because my goals are very, very ambitious. And I and you know, when I sit down and I say, I want to be the chief operating officer of an aerospace company, in 10 years, that tends to scare people, and they're like, oh, gosh, I don't know how to help you.

SONYA SIGLER 1:20:28

So break it down.

Myra Nawabi 1:20:30

Exactly. You know, having having sat down and said, Okay, well, what's the next step? Okay, becoming director, what's the next step to becoming VP what was the next step is, you know, and work towards that and steadily, and maybe sometimes you have to leave and go to something smaller, doesn't need to come back to something bigger. Now, all of that are are things that you have to do, but you constantly have to be working it, it can't be something that you say, Oh, well, you know, today, I did it. And I forget about it till you know, five years from down the road. I don't think it works that way. And when I learned that from Marlene santel, about every Sunday, spending a couple of hours, I have adopted that, that I do that every Sunday myself,

SONYA SIGLER 1:21:19

That is brilliant. And it also speaks to what a supportive partnership, so if your spouse can take your kids or your spouse can take the dog or whatever, and leave the house and you're quiet. That's an amazing amount of time to be able to do, do that reflection that it actually does take time to reflect on what you've done and what you've accomplished. That's brilliant. Ellen last words.

Ellen Bradley 1:21:44

It's, it's really, I empathize with everybody, because I'm feeling it myself, like you. Like Deborah, I fell into a lot of jobs in the past and didn't really have to make that effort to introduce myself to the world, in a method that wasn't live. And so taking this on, at a point when I can actually look back and say, there's a lot here, but focusing on the positives, and not just things like the gaps, or the things that didn't work out the way I wanted them to, and learning to reframe all those things. That's a real exercise. And it's a good one, because you have to do when you get to the interview and stuff, but, um, I think it's a skill, but that I've always kind of poo-pooed people saying, you know, take down your resume every year and look at it and update it and keep it fresh. And now I'm like, Oh, hell yes, I'll be doing that.

SONYA SIGLER 1:23:04

I think that was one of Ruth's comments to me was, keep it updated, make sure your resume is up to date. And make sure that your list of accomplishments that you keep either in a notebook or on email,

or in Evernote, or wherever you keep them is up to date. And you put those emails from, from your colleague that said "she was awesome on this deal" with all those in that kudos file and keep that up to date, but keep your resume up to date as well. I think it's important. The other thing, Deborah, I think that you touched on a little bit is stay off of autopilot. So I think so many of our careers are just on autopilot and you fall into something you're like, oh, I'll do this till a you know, till whatever and don't really actively or proactively manage things. And I think keeping your resume updated, forces you to stay off of autopilot and be like, Am I, do I still want this. And I think one of the things I'm hearing over the last 18 months is that people are like, I don't want to stay in this job. Like this is not the company for me. I don't like how they treat people. I'm not gonna stay in this, or they're like, this is a great place. I do want to stay here. So they've kind of come to either those conclusions. And it's really polarizing people. And I think we're in an interesting time over the next year or so when people really choose themselves and choose what they want to be doing. We have like two minutes left Joyce and Sue, I'll give you the last words and then I'll just wrap up for everybody. Joyce,

Joyce Irby 1:24:32

You know what I would just say and this is my cheerleader side coming up after 10 years is and having been on a journey last year, that was really hard. And I'm really grateful to everybody that was my board of directors, I would just say, spend the time go inward. You have gifts, it may not be readily apparent where to apply them, but you have them so just figure out what they are and then you'll know what to look for. So I think that going in part was my big lesson last year is really to take the time to pause, reflect, and then go look, as opposed to doing your job search on auto-pilot. That would be my my two cents.

SONYA SIGLER 1:25:11

Excellent. Sue,

Sue Bunnell 1:25:12

and I'll just I'll follow on that, which is, I think, to the extent that you feel you haven't done a great job, I'm creating a compelling resume, take a long, hard look at the type of jobs that are interesting to you, and for which you feel you're qualified, they probably are doing a great job, or at least a better job than you've been maybe describing the type of people they're going for the type of skills, the approach the mindset, the characteristics, and and see whether or not I'm not saying copy them wholesale, not at all. But see whether or not that sparks some creativity in terms of how you could describe yourself in your own resume, especially where you've got two or three jobs that are of interest to you. If you end up creating something that is a great blend of those two or three jobs of things you're actually capable of doing. I think it may help to spark your creativity to describe yourself in a more full, more compelling, more convincing way.

SONYA SIGLER 1:26:10

Yeah, I think that's important. I like to look at a lot of samples and then say, Oh, this is how I would describe myself after reading all those. Joyce and Sue, I really appreciate your expertise and sharing that with everybody and Deborah, Myra and Ellen, I super appreciate your vulnerability and your willingness to put yourself out there. Like I said, I'll put the documents up and I'll send the recording around to everybody and I do want to just say if you would like to download my book, I'm going to see if

I can put this up here. sonyasigler.com/book will get you Welcome to the Next Level for free. And then if you want Book Two, which some of the things Joyce just mentioned in terms of reflecting and going inward, just put a two at the end of that. [Sonyasigler.com/book2](https://sonyasigler.com/book2) (for What's Next for My Career? for free) and you'll get that second one. So I really appreciate all of your expertise. And Gosh, it's been it's been a learning experience for me, I always I always learn something from these and I appreciate you guys and helping people get to the next level.

Thank you all for joining me today for the resume makeover. I told you how you can get the free books book one. Welcome to the Next Level (sonyasigler.com/book) and Book Two, What's Next for My Career (sonyasigler.com/book2).

And if you're interested, I have a third book in the works called Set Yourself Up for Success. So, if you'd like to be on my book launch team, just send me a note - info@sonyasigler.com.

And last but not least, I have a set of webinars, the PractiGal Career Mentor series. So if you're interested in that, also send me a message (info@sonyasigler.com). And there'll be more information on the page where the recording lives so you can always look there.

Again, thank you very much for joining me for the resume makeover. I appreciate it.