

Getting to Know YOU

By Christy Metz

How many new people (that's people you've never spoken with before) do you get to know each day? I mean, really get to know. Not just their needs at that moment, but their victorious thrills and their agonizing defeats. Their dreams, their disappointments, what makes them happy, what makes them nuts. I guarantee you it's probably not as many as me.

Every day I meet lots of new people, I enjoy it and I do it for a living. Some are legends in the circles we keep, and some are still trying to figure out if something about this will excite them. Some of the people I meet are in search of a change, and some to escape it. Some are angry and over-rationalizing, and some just seek understanding. No, I'm not a therapist. I'm in recruiting.

When you meet as many people as me, there are always some that stand out more than others. Each person has a unique story of how he or she got where they are today, what events played a role in getting them there, why they love or hate what they are doing, and what challenge they might want to take on next. But the ones that stand out, the ones that succeed, have passion and conviction for their story and their goals.

How do you tell the story of YOU? The process usually starts with the resume. Ah, the resume. A source of great stress to many people. "Where do I start?" "Which layout?" "Should I include the....?" "What is the right way to...?" The resume is just the beginning, more than a business card but less than your journal. Think of it as a 'brochure', a document that will generate interest in you, make someone want to find out more about you, and invite you to an interview to tell your story.

We know that the task of creating a resume can be a daunting one. We've compiled some ideas to help you get away from those demons and get the task done more easily. These ideas come from a sampling of questions we are asked on a regular basis by our candidates. They can be applied to a variety of career strategies, whether you are looking for a position outside the company or looking to grow your career inside the company you are with today.

Know Your Story

Getting started can be the hardest part, especially if you've been in the same job or with the same company for many years. The best way to get the process started is to speak your story. Tell it to a friend, or just tell it to yourself. When you are ready to write your resume, it will be representative of your unique story. Sure, other people have great stories, but nothing looks better on you than your story. By keeping it real, you will naturally express passion for your accomplishments. What got me interested in this industry? How did I get that job? What did I do there? Why did I leave?

No Dotted Line

Throughout history every great story winds up in the same place: on paper. Preserved to be repeated and enjoyed, and as a reference so it remains a true depiction of the events that took place. In this age of technology where we can go on the internet, look at a picture and read everything we need to know to make a major purchase, it's tempting to create a document that will close the deal for you and get you the offer. Not the case here. The employer's cost of hiring (from advertising to training) is such a large investment that the role of the resume remains simple: to get you the interview, not the job. That's why there is no dotted line at the bottom of the resume.

Create Interest

Explaining how you executed your accomplishments will create interest. How did you increase NOI? How did you decrease vacancies? How did you improve the staff turnover rate? Not the whole story, just enough to whet the appetite of the reader. You created an employee incentive

program? Great, but don't spell it out chapter and verse in your resume. Give just enough details that the reader will understand how you met your goal but will still want more information to see if you can apply your ideas to their situations.

Clear and Concise

When writing a resume, it should be clear and concise to the reader. The reader. That is who you want to engage, and keep engaged. Not confuse or mislead. The use of hot button words like "project manager" may seem like a good idea, but can be a turn-off to the reader if your resume shows that you aren't well-versed in the true science of project management. Use terms that are common to the industry and easily understood. Clear. Concise. Find ways to streamline events that are not relevant to achieving your goal and save room for the events that are important to you achieving your goal.

Resume Format

Most popular question we get, by far. There are three basic types: Chronological, Functional and a third which is a combination of the other two. Chronological is the most common format, but creating the functional resume is a very good exercise even if you've already completed a chronological resume. It will assist you in focusing on exactly what your accomplishments, strengths and weaknesses were in each role. When it comes to using templates and tables, keep in mind that your resume will be shared by many people with different technological abilities and needs. Most employers are looking for a simple document created in the most widely used application, Microsoft Word. If the document is impossible to open, you may get deleted. Although the layout is important, it is always less important than the content.

How you see yourself in the big picture is just as important as how you represent yourself. Take the time to think your story through, tell it out loud, write it down and polish it up. Keep it interesting, clear, concise and in an easy to use format. **Representing** the story of YOU should be consistent with **presenting** it, and the two will always be in harmony if done properly from the start.

Each month, our column will focus on a recruitment or retention question or concern facing our property management industry, as submitted by THE APTS readers. Tell us which issues affect your company. What is important to you? Keep your questions coming and email me at christy@msbresources.com.

Christy Metz is Vice President of Recruiting at MSB Resources, a recruitment firm serving the property management, construction, development and real estate industries. To discuss how MSB Resources helps its clients hire the top industry talent, call 215-661-8834, or log on to msbresources.com.