



Communication? On a CV? Come on!!!

Communication on a CV! Really?

How can you demonstrate that you have communication skills on a CV?

Employers are looking for people with strong communication skills. Communication is a skill and is a highly desirable skill that is looked for.

When we say communication, we are talking about not just the way you speak to others, we are also talking about the written word. How many emails are sent a day to customers, clients, suppliers etc?

It's also about how you come across to individuals and how you get your point or request across.

It's also about how you use the information media to communicate what you need to say.

We need to talk to everyone within a business from the CEO all the way down. It is about how you do this, the way you do this and what levels of information you give and how you give it both internally and externally.

Just writing “Excellent Communication Skills” on a CV is not measurable or quantifiable and it’s something your competition does all the time.

Time to stand out and demonstrate that you actually do have the skill and you know how to use it.

Let's talk about it!

So you wrote on your CV, "Excellent Communication Skills". The interviewer picked this up and decides to ask you a question.

"Give me an example of when you had to use effective communication to resolve an issue"

A number of things will happen here:

- 1) If you're not prepared then you won't be able to answer the question correctly.
- 2) If you just "waffle" then the interpretation is that you don't know the level of information, how to deliver it and the right way to communicate.
- 3) The Interviewer now thinks that you actually don't know how to communicate and that's strike one!

What you need to do is make sure that if you write something on your CV you can demonstrate it at interview stage.

If you do have Communication skills that are transferable then you need to showcase them on your CV.

Easily said than done, right?

How can you demonstrate that you can communicate on a CV?

Firstly, you should have a list of Transferable Skills. These are the skills you can bring with you to the role. They are the skills that you have achieved great success with and as an employer I want to know that you can bring them and make those achievements with me.

Transferable skills are the most important section on a CV. Let's face it, you can't bring your achievements with you as they belong with your current or past employer.

So, I just write "Excellent Communication Skills".....No, STOP. We can't measure or quantify that statement.

Communication is the transferable skill. You need to write it.

- Communication

Is that it? You could just leave it like that if you wanted to. Think about it though, does it tell me that you are an excellent communicator. No of course not. So we want to know a little bit more about how you communicate.

- **Communication** – Then no more than two lines about your style and method of communicating what you want to get across and to who. ATS doesn't like long paragraphs with no value, so keep it to two lines.

Communication as a skill but how do I show it?

If you've written your CV correctly and the flow works then let's pretend I'm the employer and I scan over the CV and there in front of me is a list of transferable skills and a short couple of lines about your style.

What am I going to do next?

I've noticed communication. I need communication as it's an intrinsic part of the role. I'm going to look at your achievements to see if you can demonstrate it.

So, next hurdle! How do I write and demonstrate that I do actually have this skill?

Under your Work History you should be demonstrating the achievements you have done that using your transferable skills produced. Let's remember that communication is not always about the spoken word.

This is the part where people fall into the same trap and just write job description roles that an employer would expect you to do. They bring no value, do not separate you from the competition and definitely don't demonstrate your transferable skills.

Let's get it down on paper!

Follow this process. You can mix it up in the way you write it as you don't want the reader to read in the same style all the time. We can communicate effectively remember!

ACTION VERB – TASK/PROJECT – RESULT

Don't waffle, you want to give enough to invite the reader in to want to know more.

ACTION VERB – If this is communication then you need to use a strong action verb to demonstrate your communication skills. I could just write communicated but come on, we have skills that we can use and demonstrate.

Repetition on a CV is generally marked down and is not viewed in a good way if you have communication skills.

You need to have an armoury of strong action verbs to be able to write a CV that sells you or any form of communication in the digital age. We leave our digital footprint for others to find everyday.

Let's get it down on paper!

Strong action verbs that demonstrate communication could be:-

Addressed, Advised, Authored, Co-authored, Corresponded, Counselling, Directed, Drafted, Guided, Influenced, Interpreted, Interviewed, Instructed, Lectured, Led, Liaised, Mediated, Negotiated, Persuaded, Presented, Proposed, Publicised, Recommended, Reconciled, Taught, Trained, Translated.

Example:

- Addressed 1000 potential customers on a new product launch at HireExpo conference which directly led to £1,000,000 new order uptake.

See what has been done. I've not given too much away, but I've shown that I stood in front of a large group of people and launched a new product at a conference and I've managed to sell £1m of that new product.

ACTION VERB – TASK/PROJECT – RESULT

Addressed 1000 potential customers on a **new product launch at HireExpo conference** which directly led to **£1,000,000 new order uptake**.

Using action verbs to communicate

ACTION VERB – TASK/PROJECT – RESULT

Addressed 1000 potential customers on a new product launch at HireExpo conference which directly led to £1,000,000 new order uptake.

Let's analyse it:

- 1) Addressed – Strong action verb that the reader will instantly realise that you've stood in front of someone and spoke to them. Further reading shows it was a 1000 people. You must be able to communicate if you can do that.
- 2) It led to £1m of orders and we said directly. As a reader, I will now know that you had to sell, negotiate and above all communicate further.

My perception as a reader is one that read you highlighted Communication as a Transferable Skill and you can also demonstrate it in achieving some fantastic results. If I employed you then you could use that skill to make achievements with me.

This document should explain what is meant by a Transferable Skill and backing it up by demonstrating what you achieved.




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