

Job, Resume, Interview & Success

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My sincere thanks to all those who made this book happen.

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INTRODUCTION

This ebook contains a collection of important points that you need as a jobseeker should follow religiously to get success. All the aspects of 'job getting' are covered in detail.

Best of luck!

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Knowing What You Are

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1. Recession - Time for Skills

How am I planning to survive in this competition world and recession time? This has been the question what everybody is trying to answer for themselves at every point of time. However, there are a few people who are highly confident that they can survive the recession times come what may. These people are skilled and have confidence in their professional demand. The ones who are most likely to lose jobs in these recession times are the unskilled labour. All the governments of their respective countries have to take care of these unskilled labour jobs while rescuing their countries financially.

Now everybody is sure that the dreaded recession has set-in. Developed countries like Germany, Japan, etc, are meekly succumbing one after another to this terrible financial monster, which is ready to gulp the whole world within a short span of time as quickly as possible. Countries that are struck in the claws of this monster are wriggling and struggling to free themselves but to no avail. Though the birthplace of this monster is in the developed country, it is growing everyday by consuming the developing countries

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economies day-by-day and not sparing even under-developed countries.

The world citizens are losing jobs in the respective countries where they have been working and not knowing where to go and how to survive themselves, people are becoming frustrated. The only way to fuel the consumption power of the people is through giving them jobs straightaway; both skilled and unskilled. For this to happen, countries need to take initiative to create new jobs. Efforts should also be taken to increase the demand. Governments should come up with innovative ways of consuming strategies, and let people know the same so that they start fuel the consumption, which in turn increases the demand that leads to more job creation.

Some of the most likely professions that will be in demand during these recession times will be Doctors (including Psychologists), Writers, highly technically skilled people, financial experts, retail marketing strategists, etc. People, who have already been in these professions, have to hone their skills to survive in the competitive environment of the recession times. And people, who are unskilled/

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nonprofessional, should take a leaf from the lives of the successful professional people of these troubled times and try to learn a skill or two so that they can survive.

In summary, for the nonprofessional in search of a job, the present world turmoil teaches two things:

- You always need to be alert (both in good and bad times);
- You should be game to learn anything, anytime.

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2. Age Vs Learning

Learning is a tough task. Depending up on your age, it becomes more difficult to learn new things. In these days, everyone needs to update their skills quite often to stay in the market. Depending on the market requirements, you are forced to sharpen your skills. Competition is everywhere. Be it getting a job or selling your product in the market, nevertheless you need to face a huge competition. Getting success is not that much easy. You need to strive hard for that. Hardworking is not the solution for today's competition. You need to be smart also. Only then, you can grasp the market. Otherwise, you will remain in the same place where you have started initially throughout your life. Irrespective of the amount of effort you put to win the competition, the market hardly allows you to grab the success easily. The only way to outdo the market is to think and do in the same way about how the market functions to outperform you; in other words, implement the same tactics and strategies to win the market.

Getting what you want is a tough task, nowadays. The competition between the grey cells has been increasing and it seems that it is going to become intense day after day.

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That's why you need to prepare your mindset to learn not only new skills but also improve your existing skill set. No matter what your age is, in today's market for your survival, you need to be a student throughout your life.

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3. What is Your Unique Selling Point - USP?

Now you have decided to start something new during these troubled times (read recession). The idea which has been there in your mind for a long time is about to be implemented. You carefully nurtured your idea, polished it, and want to promote it in this competitive world, during these crunch times. No matter what your idea is and which domain you are going to hit, make sure that your product should have a USP. Yes! It is must for any business, which wants to survive in this shark-eats-shark world, not to be bought and closed by the already established big business sharks of this world. Read further to know why USP is important for your business ...

Every company in this world that has been survived for so many long years and made it big, definitely, might have created a USP for itself. What is USP? USP in expanded form is known as Unique Selling Proposition or Unique Selling Point. Every business should have it. Whether you are into service/manufacturing/concept creation/etc/, you need to create a USP for your business. USP gives your business an edge over others in the market. It makes your clients to sit and acknowledge your business in the market. Your

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competitors cannot copy it. Even if they do, that is at their own peril. Having a business created around a USP allows you to stay in the market for years, keeps your profits safe, and do not let your competitors prey upon your clients.

Be different. To survive in the market, you need to be different. The product or service of yours should cater the demands and needs of the market, but in a different way compared to your competitor's products. To devise new ways either to produce or create something that will serve the market in a unique way is quite difficult. But it is must and it is what is needed desperately for your business to thrive in the market.

Do not copy your competitors. It is waste of time and effort. If at all you copy, by the time you are in a position to sell your services, your competitors would have already sucked the market out. Propose a right strategy from the starting phase and stick to it. Always take help of your R&D division while studying the market trends, devising new product features, or services for the market. The one thing that helps your product or service to get a push in the market can be possible through your continuous R&D efforts.

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In summary, every business should have a USP. If it is already there, then improve it; if it is not there, then create it. In this present tough market scenario, having USP is not only an asset in itself but also serves as a guiding point for your business.

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4. Knowledge is Money

Earning-through-learning is a great concept and particularly works well for people who are avid readers, intelligent, cash-strapped, and averse to rote-learning. Educational organizations, using this concept, can design learning courses which will address the practical needs of the learner and at the same time provide him/her incentives to learn new things. If you are an intelligent avid reader, who wants to learn new things at your own pace, or an appreciator of new concepts, who wants to know how to implement the same, this chapter is for you.

In most of the world's populous countries, though there are multiple schemes to eradicate unemployment at all levels being implemented, still one can see the unemployment figure going up now and then. Why it happens like that? This is because the people, though they are knowledgeable, are not provided any opportunity to either display knowledge or earn something on the knowledge they possess besides job opportunities.

If an opportunity is created, where people can demonstrate their knowledge while they earn something parallelly on the

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same, then there is a chance that a country can uplift its citizens' purchasing power parity (ppp) at a revolutionary rate. Although there are a few organizations that are coming up with innovative ideas to implement the above said things, yet there is a lot of gap in the demand-supply either due to lack of resources or due to unawareness among people of such programs.

In a person's life, the phases of student-life, unemployment, and old age are most vulnerable. During these phases, s/he has to depend on somebody else to take care of his/her financial needs. Fortunately, these are the phases where the person possesses some knowledge that s/he can use to his/her own advantage to earn a buck. Unfortunately, there is nobody out there who can provide such an opportunity at the right time and at the right place. In summary, we, the citizens of this united world have to create a mechanism where all our different phases of life are provided with adequate resources to enable us to lead a quality life. People who believe in knowledge should come up with brilliant ideas through which they can enlighten the lives of fellow citizens.

Job

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1. How to Get a Job Interview?

Do you follow any tailor-made process to get that desired job interview call within a short span of time? Are you sure that the process, which you follow, will fetch you the desired results you have expected? If not, then how to refine your resume process? How you can cutout the interview call waiting-period? If you are confused regarding the resume process, then read this chapter to clear your confusion and to improve your job prospects.

Every job needs a tailor-made resume; and every resume needs an efficient presentation to get it picked up at the first glance. To achieve this, you need to follow a time-tested process, which gives not only fabulous results but also a cutting-edge advantage to you. Read the following main points to know and gain more about the resume preparing process:

1. Design your resume with all the requirements of the target job
2. Layout your resume in an aesthetic way
3. Present both chronological and functional details in detailed fashion

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4. Place small JPEG/GIF images of your certifications in the header of your resume so that they will appear on each page
5. Present all your experience in a single line and place it in the resume header. For example: Software Tester with 4 years of Testing experience, etc.
6. Start your resume with an Objective, Experience under different domains, Job chronological as well as functional details, List of Certifications, List of Trainings undergone, List of Awards/Rewards, List of Publications, etc, and finally, a decent Cover Letter.
7. While writing skills, present them in such a way that they match with the target job's required skills. This is very essential because most of the employers want to hire people who have requisite skills along with experience.
8. Mention your talents in various fields; if possible, also list out the certifications you have. This is essential as it helps the employer to understand your personality
9. Once your resume is ready and before you are ready to mail the resume to the employer, always call the employer, introduce yourself and check about the job

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details; follow this process religiously unless the employer requests "no phone calls"

10. Always maintain the list of employers to whom you have sent the resume for further follow-up

In summary, the preceding resume process gives you detailed steps on how to get a job interview as soon as possible. Following the same process will definitely lead you to the interview stage within a short span of time.

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2. Part-time Job - A Succour these Days

Yes, most of you who might have lost your job due to recession would immediately understand what this blog is saying right now. In these intolerable and vulnerable days, having full-time jobs is a luxury.

Most of the jobless workers nowadays are scouting for part-time jobs. It is better to get at least something in the form of a salary rather than getting absolutely nothing. One way, it is good also. The so far full-timers have to change their mindset to adjust to the present scenario. However, do not think that this is what going to be your life forever. Remember Eminem's favourite phrase in the song - I am not in love ... it is just a phase I am passing through – and apply the same to your present job style.

Frankly speaking, first, someone has to have a doable work to give it to others. In these days of recession, work is scarce. Moreover, the effected people have to undergo a forced holiday, which they are not interested in. Let us all hope that the present turbulent times will end as soon as possible and the citizens of this world will again lead a good old life of their own.

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3. Getting a New Job

During these recession times, if somebody holds a job (even low paying!), it is great! The present time is quite different from previous boom-bust periods. The remarkable characteristic of the present times is job scarcity. If there are no jobs in the market, then as an employee how can you apply for a new job? At the same time, the market has not promised you that there will be a galore of jobs everywhere and every time whenever you need one! Right?

Getting a new job is quite difficult these days. The first difficult thing is to identify a genuine vacancy. Since it has become a fashion nowadays for companies to give recruitment ads just for the sake of publicity and not for real recruitment purpose, it is becoming quite difficult for the jobseeker to identify the real recruitment job ad from the fake one.

After identifying the genuine job ad, the next step lies in applying for the same. Since we are all reeling under recession times, you are not expected to demand high salary but to accept what the company considers and offers as part of their policies. The offered salary may be low compared to

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what you had got in your previous employment, but still if you want a job in these troubled times, don't hesitate but go for it.

The third step lies in adapting to the new situations and demands; this again is really a testing point. To overcome this obstacle, you need to be flexible in your mindset.

In summary, to survive in these recession times, you need to be flexible in your salary, relocation, and work stress demands.

This is the time to be flexible but not to flex your muscles!

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4. Formula: Effort X Patience = Job

Yes, this is true that the two strong factors, which work, in getting you a job are effort and patience. Effort in terms of number of attempts you apply for a job, number of interview calls attended, etc. Patience in terms of the time you took to get a job without getting wavering to other distractions. If you have enough patience to give so many efforts, then the chances of getting a job are more in your case.

In pre-recession times (read good times), there were so many vacancies available and companies used to chase potential candidates like anything. Those were the days where potential candidates used to get whatever they ask for as remuneration and sometimes more also. The IT field has transformed the job culture in India like never before. Actually, it has created its impact on other domains also in relation to the hire and fire aspects. Now, during these recession times, things have changed drastically. Those heavy recruitment days were history now. Hardly, companies are going for recruiting nowadays. The number of candidate screenings has increased now and only a few out of thousands are lucky enough to get a job. The salary levels

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have come down drastically and the recruiting companies are forcing potential candidates to accept a cut in their CTC to get the new job. Frankly speaking, since there is no other way to get a job nowadays, it is better to accept a pay cut rather than staying unemployed.

Nobody exactly knows how long this recession will stay. The so-called experts (read good for nothing) are good at projecting colourful graphs and redundant analysis based on what happened. They are neither equipped with expert knowledge nor capable enough to suggest correct remedies to their respective governments in order to come out of the present recession clutches.

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5. Jobsites - Advertisement Selling Sites!

In these recession times, once you are laid off, it is not easy to get a new job. Although the jobsites are overflowing with jobs but most of the companies giving ads/ notifications in these jobsites are interested in neither recruiting like earlier times nor chasing the candidates like never before. The question is why these companies are giving notifications in these jobsites.

The reason is nothing but to gain cheap publicity among the jobseekers by paying little amount to the popular jobsites; that's all. There are a few companies, which have been giving same job notification for the past 6 months but not recruited a single candidate, in these jobsites; this kind of activity is nothing but cheating the innocent jobseeker who applies for the said job and waits indefinitely for the company to respond wasting his/her precious time.

Popular jobsites should identify these companies and block them giving priority to the interests of the jobseekers. Everybody knows that recession is silently taking away all our jobs but it is happening throughout the world. However, companies, for the sake of cheap publicity try to cheat the

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innocent jobseeker by giving cheap hollow job notifications in popular jobsites, is something very bad that should not be allowed.

Jobseekers! Beware of these hollow job notifications and immediately alert the jobsite about these companies who looks after noting but their own publicity.

Resume

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1. Building Your Resume

If you are on the lookout for a new job, this is the right time you need to build your resume afresh. You know why people use the word "BUILD" instead of writing resume. It is because the word BUILD signifies and resembles symbolically about building your career. Life is full of surprises. Nobody knows, in these times of recession, whose head is going to roll next. Therefore, it is in the best interests of your career to build a new resume, which truly reflects your potential and professional capacity with genuine experience to support with.

Resume building is not an easy exercise as most of the jobseekers think. Quite frequently, HR people come across so many resumes with half-baked English with illegible salary and experience details. It is easy to identify these types of resumes from professional ones. One can easily realize that both these resume types are eons apart. The look, intro, and the approach of a professionally written resume have the potential to convince the employer. Nowadays, jobseekers are inserting their introduction videos in the PDF files of their respective resumes thus giving it a multi-media touch. The

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way you build your resume reflects your technical, language, and communication skills. It also makes the reader know about how you carry yourself professionally. Therefore, always take care while building your resume!

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2. Analyze Your Resume

Have you updated and uploaded your resume to the most popular job site? Still, not getting calls; or whatever calls you are getting are not suitable to your profile. Why it is happening like that? Even after listing out all the details, why you are not getting suitable interview calls? Whenever you get a job call, why the caller is asking so many silly questions when the required information is already there in your resume? If you are facing this kind of questions, read this chapter to find a solution for your problem.

Preparing a resume, which lists out all your details either in a chronological format or in a functional format, is a tedious job. After you spent a lot of time gathering all these details and painstakingly presenting them in an easily understandable format (from your point of view) and upload the same in a popular job site, it is natural that you expect immediate calls from prospective employers. What if you won't get calls as you had expected; the only solution is that you need to re-inspect your resume from an employer point of view.

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Step into the shoes of your prospective employer. Then review your resume. You will come out with a list of blunders/mistakes. Why it happens like that? It is natural that job seekers while they prepare resume, their thoughts and ideas wander about what they have been doing and since how many years they have been doing the same job, etc, details. But, the employer may want something which is little bit extension of what you have been doing but has not listed that skill in your resume. When the employer does not find his/her required keyword, which describes the skill s/he wants, your resume will simply be ignored. This happens quite often unless until you insert right keywords, which lists out all your skills and talents, in your resume. The keywords can give life to your resume; if proper keywords, which describe your skills are placed in your resume, it won't take much time that your resume will be picked up in a jiffy and you start getting interview calls.

The second important point is about how you should present your resume. Once your resume got picked up by the prospective employer, it is decided that you crossed the first level of screening. Now, in the second level, your resume should compete with others so that it can again be picked up

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and pass to the next level. Here, the looks of the resume will play important role. The employer may not pay good amount of time studying your details. Since the time is scarce, the employer may give a glance through your resume instead of reading it line by line. To attract the employer, your resume should have an optimum worded and professionally designed colourful layout.

The layout colours should not be glaring; do not use dark colours. Insert whitespace between sentences. Make sure the spacing between the letters of the words is consistent. Check the Heading levels. Check, the details you have listed; these details should be relevant to the job you are applying for. If not, modify these details and then apply for the target job. Scan through the Cover Letter, whether it summarizes your details in a proper way or not. Use tables depending up on the density of the information you are presenting.

In summary, analyze your resume thoroughly. The secret to get interview calls lies in your detailed and attractive resume. If you are not satisfied with the volume of the calls, tweak your resume a little bit and pay the game. Best of luck!

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3. The Dynamic Resume

Had you ever irked by the HR's (Human Resource) demand of asking you to send your resume in just three pages when you have so much to tell about yourself? You already have abundant experience which when put in words will occupy at least 10 pages. But the three page demand by the concerned company's HR requirement is pushing you to the wall and you do not know what to do. How can you convey your vast experience, skills, etc, through your resume while sticking to the HR's requirement, i.e., that three-page resume limit?

You are having good experience in your field. And the resume is your passport to apply for the new job in that dream company of yours. However, there are restrictions. As per the job notification norms, you need to explain the whole stuff of yours in just three simple pages. Is that possible? Yes, it is, if you opt for a dynamic resume mode!

Most of the times, people all around the world, do not give much consideration when it comes to their resume. Actually, resume helps you to market your experience, skills, domain knowledge, etc. It just acts like a brochure of any new product, which helps one to know what that particular

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product can do. By going through your resume, the other person will come to know a lot about your skills, hobbies, your personality, etc. People, when they apply for their dream job, list and scribbles out all what they had done and what they can do on innumerable pages. It will be quite difficult for others (particularly HR staff) to go through this bunch of pages, while they need to go through a lot other resumes of this kind.

Static resume consists of loads and tons of text, tables, colours, etc. Though the tables, colours, etc, try to put your stuff in an easy readable format, but when a person (HR) has to go through this kind of stuff laden with the same kind of formats on innumerable pages, there are chances that s/he may miss those important points which you had conveyed by drafting so carefully. Many times, the concerned HR just glance through those bunch of pages and could not get anything relevant to the job-in-hand in those few seconds and chances are that s/he may label your resume as "unfit".

When any successful company advertises a high-profile job, you can blindly expect that the response will be high. The burden on the HR department to go through all resumes and

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sorting them as per the job requirement will definitely tax their physical energy. At this moment, there are chances that they may miss those important points of your resume and send you a sorry letter. To avoid this unfortunate situation, the HR department, on their part, requests you to send your resume in not more than three pages so that they may not miss that important point of yours relevant for the job-in-hand.

The only answer which can satisfy everybody's requirements lies in opting for Dynamic Resume. A dynamic resume is an extension of static resume but capable of conveying those important points of yours through its multimedia effects. A simple dynamic resume comes in PDF format with a flash file (.SWF format) embedded in it. This flash file can display all your tons of experience, skills, etc, without occupying much space of your resume, I.E., within a short space of half-page.

In summary, using DYNAMIC RESUME allows you to stick to the three-page resume constraint without minimizing the stuff you want to convey. Try it!

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4. A Cutting-Edge Resume

Most of the times, in your resume, you talk about yourselves, academic background, accomplishments, achievements, work experience, etc, all in a chronological detail. Actually, this information gives the reader (HR Department) a very detailed account of what you are, what you had achieved, what you are capable of, and what you can accomplish, if given a right opportunity. However, there is a gap! The gap will start revealing itself when the HR wants to see our accomplishments before they contact you to talk about the job in hand.

How you can show your accomplishments? If you are a writer, you can attach your documentation to your resume. These documents support your work and your credentials. However, what if you are in some other profession/role, where you cannot just show your accomplishments and knowledge prowess just by attaching and mailing a few documents along with your resume.

In this electronic world, everybody wants everything in a moment. People just cannot wait until they see you, talk to you, and then ask you to show them something that can

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support your credentials. The only solution to overcome this problem is to participate in knowledge exploring online discussions, debates, etc, relating to your job in Net, where you can expose to the world the depth of your knowledge about the role you are playing now. Blogs, discussion forms, articles about relevant topics relating to your role/profession, etc, give you an edge over your competitors. Try to do all these things and copy the links of the same in your resume. When the concerned HR goes through your resume and click the given links, s/he will come to know, beforehand, that they are going to deal with a knowledgeable person. This opinion definitely works in your advantage.

This strategy works well for all job categories; even those categories, which are not related to working on computers and dealing with Net. The only thing you need to do is to gain an in-depth knowledge of what you are doing and tell the world that you have that through Net in the form of Blogs, discussion forms, etc. That's it! A very simple strategy; except that, which forces you to do a lot of hard work.

When your resume competes with others vying for the same job, these particular links, which can reveal your vast

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experience and knowledge levels, you have, in doing the complex tasks, will definitely push your resume to the next level. This can really work wonders, to you, at the initial level!

Developing a resume is a cutting-edge job. In this cutthroat competition, you need not only to KNOW many things but also you need to TELL the world that you have loads of knowledge! This is what is expected from you, if you have to survive in this competition world.

In summary, while you are seeking for a job, analyze the job and its related tasks well beforehand. Then analyze and judge your strengths and capabilities whether they are relevant to the job in hand or not. Modify your resume so that it aptly suits the job you are applying for. Give a few links to those Web pages, where you have displayed your knowledge.

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5. Resume Aesthetics

Resume presentation is an art. It is not something as if you list out all your details and present them on a piece of paper. A resume has to be written in An optimum number of pages (maximum 3). You need to present all your details in these few pages. The reader is going to neither read it nor appreciate your effort if your resume crosses the optimum page limit; there are chances that your resume might not be picked up also!

In order to display an aesthetically detail-oriented resume, you need to take care of not only the text but also other factors like layout, spacing, fonts, table formats, background colour, bold letters/words, headers & footers, white space, text colours, heading levels and sizes, overall format followed, etc.

The text does matter a lot. Besides, the other elements like layout, spacing, fonts, etc, will equally contribute for an aesthetic presentation of your resume. In fact, sometimes, the reader may remember your resume not by the content it has, but by the layout, colours, etc, it displays. Even after a long period, the reader can easily identify your resume, if you

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use a proper format with matching colours and font sizes that adds the aesthetic effect to the overall look of your resume.

Many websites provide resume templates free. This is really a big benefit to the user. A few templates, depending upon their exclusive designs, are available for sale also. Use any of these templates and customize them as per your requirement. If you are a creative-self, create a unique layout using popular graphic tools like Photoshop, SnagIT, etc. However, the layout should be perfect and eye-catching. There are chances that you will be given a job depending upon how attractive your resume is. This kind of chance is there mainly for job seekers, who are applying for Desktop Publishing (DTP) jobs.

Select the font and font-size matching to the layout you choose. Heading-levels font and font-size should match with both the text and the layout. Drop caps are a strict NO-NO. You are not writing an article but a resume, which talks about yourself and your achievements, etc. Check the spacing between the letters and the sentences. Make sure that the reader can easily cut through your resume as if how a knife

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cuts through butter. In order to create such a kind of experience to the reader, maintain proper white space between the lines.

Redundant but important entities like your contact numbers, name, email IDs, etc, which should appear on each page mandatorily, should be placed in Header. Give proper spacing between each entity. For spacing, always use Tabs. Do not use Spacebar to create space between two entities. Always print Page Numbers in resume Footer. Besides, you can also add Date, total number of pages, etc, details in the Footer.

Colours create a good impact on your resume, if used optimally. Match the colours before you use them on your resume; this is must. Otherwise, there is a huge possibility that all these non-matching colours create undesirable effect on your resume. Colours, if used judiciously, can create a favourable impact. You can also associate colours for Heading level identifications. If you do this, follow the same throughout your resume consistently.

In summary, go for a resume template. Customize it for that unique look, feel, and appearance. Use matching fonts and font sizes. Use right-matching colours judiciously. Do not use

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colour for your resume background unless your resume font colour is so light and it is difficult to read the text on a white background. Always use white background and black colour font. Make Bold, significant words in your resume. Now, with all these tips, you can create an aesthetic, pleasant-looking, and eye-catching resume.

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6. Ace Your Resume

Your resume is your weapon while hunting for a job! Work seriously on your resume to trim and sharpen it with lists of your skills, achievements, and load it with tons of your previous experience efficiency and expertise. Most of the times, you list out what you have done so far in a chronological format and happily push the same to your prospective employer with a covering note which lists again the same things explained and listed all over your resume. If this is true in your case, better read this chapter to gain an insight into the thinking of the HR (Human Resource) world, and how they judge your resume at its first glance!

A resume has to be treated like a weapon in the same way as how a knife/sword is to a hunter. Just like, how the hunter always keeps with himself a sharp knife/sword, you, as a job seeker, have to have a smartly worded and aptly presented ace resume so that you can attract the greedy eyes of the HR department (of the prospective company) and make them latch and excited at your skills. Once they are game to take you they will start chasing you, do a rigorous follow-up, and

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at last plead you to join their company by accepting the fat figure, you quoted!

A regular resume does not have a conceptual context in it. This conceptual context is very important in today's job searching; why because in today's world, you are being bombarded with multiple jobs asking for different skill sets. However, at the same time all those wanted skills are nothing but an extension of the existing skill set you possess right now. Nevertheless, on the face of it, the new skill looks like as if it is new to you and you do not have an iota of knowledge about that! So make sure that your resume should contain the relevant conceptual context.

Your resume should list out all the relevant job skills and the tasks you can do using those skills. That way, you can tell the prospective employer that you either know or at least have knowledge about his/her requirements and the required skills they require. If you support your skill set with certifications, then that will be an additional advantage. But in most of the circumstances, you can overcome the certification problem with your experience. At the end of the day, the employer wants people who can do the job with

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required efficiency and without wasting time. If you can satisfy this requirement, no matter whether you have certifications or not, your employer wants you and s/he is ready to pay whatever you quote reasonably.

Is it necessary to tell your prospective employer everything whatever you have done in a chronological format? Well! A few employers want the whole history starting from your birth date and others are not as much interested in all those details except about your previous employment. The employer who wants the whole story of yours is looking for a picture perfect, spotless character oozing integrity, etc, characteristics in you; whereas the others are more interested in whether you can do the given work or not. Therefore, depending on whom you are dealing with, modify your resume and concentrate on the areas, which you think are more important and relevant to your prospective employer and write a covering pleasing covering note mapping your skill set with the requirements of the job; finally, write your name, put your contact number under it and send the mail.

In summary, a good resume is more important to get a better

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job. Most job seekers prepare resume on their own and apply for the target jobs thinking that their resume will push their candidature to the next level. This strategy might have worked in olden days, but not now. HR people in their search for eligible candidates, do few searches through their gathered job seekers databases. To get your resume picked up during these searches by the search engine, your resume should contain at least a few relevant keywords. If these keywords are not there in your resume, no matter how good your resume is, there is no point of getting it recognized and acknowledged by our prospective employer. So, if you are not confident of writing or preparing your own resume with all the relevant keywords and key points, better hire a resume writer, who can get the job done professionally and successfully.

Organization

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1. Domestic or MNC – Where to Join

Hey guys! Because of the ongoing recession, there have been a number of employee layoffs. Moreover, the employees who have been laid off by the companies are struggling to get new jobs in this bleak market for their survival. It is heartening to see that the talent, which this world direly needs, for its future growth and survival is not cared during this time and has been left to survive on its own as if there is no need for it to the market neither in the present nor in the future.

Whatever it may be, once you were laid off, it is time to start searching for a new job. Since you are one of that talented stuff the companies want to hire, getting a new job even in this bleak market is not a problem for you. Nevertheless, the question is, this time, how not to make mistakes in choosing a right company. Your earlier company was an MNC and had given you huge perquisites. However, it laid you off at that moment when you direly need a job; the reason may be the recession or whatever. Now, the question is that if you get an opportunity to join in either an MNC or a domestic company, which one you chose.

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If your job is dependent on some outsourced domain, then obviously you need to go for an MNC. Nevertheless, if your talent has demand in domestic market as well, this blog suggests you to opt for domestic company though it pays you less. There are so many reasons to support this statement. Since India is one of those least-recession hit countries besides with huge domestic demand to cater for, it is easy for India to come out of this mess easily within a short a period (give or take a few months). MNCs are hugely dependent on outsourced market. Their markets are specifically targeted to a few developed countries like America and a few European countries.

Although an MNC offers you a job during these times, it may be possible tomorrow that it may lay off you, again, because they could not able to get that project, which they have been waiting for all these months desperately because of these recession times. But, chances of similar kind of thing happening with a domestic company is near-to-nil if the Indian government's time-by-time fiscal boosting efforts and the encouragement it has been giving to different sectors to boost the domestic demand is taken into account.

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In summary, this blog suggests you to grab an opportunity to work with a domestic company, which caters needs for the domestic clients, mainly. In one way, it also gives a new boost to your resume in opening a plethora of new domestic opportunities to work for.

Salary Bargain

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1. The Salary Bargaining Power

During interviews, it is common that the respective HR of the concerned company asks you to tell him/her how much you want as remuneration/CTC to work for their company. Moreover, everybody faces this toughest interview question irrespective of his or her domain.

If the employee is already a laid off one, then by default, s/he loses the bargaining power. If the employee is still working in a company but wants to come out of it quickly because they are planning to shutdown the company, and conceded the same to the target company HR, then again s/he loses the bargaining power. If the employee is forcefully pushed out of the company, means terminated, then obviously getting a job itself will become so difficult for the employee; therefore, forget about salary negotiations.

Only those employees who have considerable experience in their respective domain, knowledge in their field, created considerable impact during the interview on the interview panel, and currently holding a job can negotiate and demand salary face-to-face with the HR of the target company. Otherwise, just forget about that during these recession

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times. If you do not fall into the above category, no matter whatever logic you use, it does not hold much water from the target company HR point of view.

That's why, if you are willing to move out of your present company, irrespective of any reasons it is better to start searching instead of sitting until your present company lays off you.

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Tips

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1. Tips for a New Joinee

Joining a new company is easy but mingling with new colleagues is little bit difficult task for most of the employees. Every time the new joinee is supposed to interact with an existing team / group, s/he feels odd. This happens particularly if the new joinee is shy and introvert.

Everything is new for you when you join a new company. The place where you sit, the people whom you interact, the process which you follow, etc, are all new to you. Sometimes, there are chances that you may feel lonely even if you sit in the middle of a huge crowd. And at other times, when you interact with a hard guy/gal with attitude, you really feel going back to your previous company where you were used to be the Boss for your buddies.

There are a few rules which you need to follow for smooth interactions in new places. This blog recommends a few ways, which helps you to understand, compete, and interact with unknown colleagues comfortably.

- Never try to stereotype people.

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- Never comment your new colleagues though they become so closer to you in the first few days.
- Whenever others try to take advantage of your silence, excuse yourself and keep away from that place.
- If anyone tries to bully you, then just give a smile and keep yourself at ease.
- If somebody tries to interact with you, answer them politely.
- Never extend discussions.
- Never stalk at others.
- Do your work and leave the office at least for the first few months
- Never indulge in anti-company discussions.
- Never indulge in mudslinging activity.
- Take it easy, even if somebody comments you.
- Don't let others a chance to probe about you and your private matters.
- Don't let out your honest opinions about others if they are laced with negative tinge.
- Always try to praise others reasonably because that's what everybody wants to hear from others.

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In summary, you need to understand that change is the only permanent thing in this world. Once you start adapting yourself to the new changes in your life, automatically new bonds will be created with your colleagues and life turns smooth as time passes by.

Retaining Talent

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2. Talent Retaining Method

IT companies are coming out with various options without resorting to blunt lay off their precious talent. Yes, it is true that a few companies, including bigheads, have been resorting to layoffs. However, there are a few companies, which are doing some brainstorming, coming out with innovative and practically alternative innovative solutions instead of opting for lay off in the first step itself.

Following are some of the new ideas practically implemented by a few innovative companies:

1. Allowing employees to go on a sabbatical while they are paid a small percentage of their current salary
2. Create a policy where employees would work for only a few days in a month (30 days) and take a certain percentage of their salary
3. Counselling employees about the ongoing recession and making them accept to cut a certain percentage of their overall salary
4. Cutting a certain percentage of their variable pay without effecting the entire salary

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5. Identifying weak performance employees, conducting training sessions for them to improve, while giving them a small portion of their salary

Like this, every company though lately, started innovating a new way to retain their talent. Unfortunately, there are still some big companies, who want to get rid of their excess flab in the name of non-performance.

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