

Your guide to creating a standout CV

Did you know that employers and recruiters have less than 20 seconds to decide if your CV makes it into the 'Yes' pile?

Have you been sending job applications only to get a generic auto-generated 'thanks but no thanks' email?

If your CV doesn't stand out, no matter how suitable you are for the role, you won't make it to the phone call or the interview stage.

Let's ensure your CV captures all of the great skills and personality you will bring to a role. We're not talking about exaggerating. We're talking about reflecting your skills in a way that employers understand and think, "Yes, that is a person I want to talk to further!"

The secret lies in crafting a tailored skills-based CV:

Tailored

Your CV is tailored to the job and the employer. No two CVs that go out of your email should be the same. Generic CVs will land you straight into the 'No' pile, same thing applies to mistakes or wrong company names.

Skills-Based

Your CV should highlight the skills you bring to the job you're applying for. Some people will tell you to outline all of your work experiences, making those stand out. Focusing on your skills help employers make the connection that you're suitable for the job rather than having to wade through your work experience and then figure out if you're suitable.

In the following example CV, take the time to notice:

- It's less than two pages long
- Skills are listed on the first page
- Skill titles mirror the job advertisement
- Skill paragraphs are STARs

The titles match what the audience is looking for

Have one STAR example per title. Also have plenty of these in your bank for interviews.

Suki Xiao

Empowering ethnically diverse women step into their leadership identity and power

suki@asyou.org
+64 21 0222 3329

Mt Maunganui, NZ
www.asyou.org

Relevant Skills/Attributes

Unique Perspective

- My diverse perspective comes from being a 1.5 generation Chinese New Zealander and being a young and small woman who had worked in and been a leader in a male-dominated industry like IT. I immigrated to New Zealand with my single mother when I was 12. Having grown up in these vastly different cultures, I learnt to firstly be comfortable with my identity and secondly make use of my diversity. My strengths as a leader are that I listen, empathise, see different perspectives and coach.

First-hand Experience in Community Groups

- I volunteered at Youthline as a phone counsellor, trainer and facilitator. I understand how important a community is and the difficulty in securing funding. Now I am a coach who works to raise the voices of underrepresented groups, like women and women of colour. I have held several events like [the Asian Women Rising Brunch](#), sponsored by Xero, where Asian women came together to talk about their challenges and what we can do as a community to overcome them.

Facilitation Skills

- I gained my ICAgile Team Facilitation certificate in 2015 and have been a facilitator and coach since then. I have facilitated many meetings and workshops, ranging from daily and weekly team meetings to multi-day strategy and team building workshops. These have been in-person and virtual. Participant numbers have ranged from 2 to 30 people. I am a facilitator who is aware of the energy of the room and calls it out safely when people are holding themselves back.

Leadership Skills

- I have worked in multiple industries including professional services, government, IT and lately in entrepreneurship with my own business. When I was an Agile Coach in Xero, I served on the leadership team for Xero Partner Products, where we designed and facilitated structures for high performance for over 150 people. Here is what a General Manager said: *"Suki's a really cool blend of positivity and candour. She's awesome at bringing key issues to light and helping people work through these. She kept our leadership team honest and forced us to reflect regularly about how we were performing as a group: whether we were doing the most important things, making decisions effectively and how we were relating to the broader organisation."*

Analytical and Adaptive Thinking

- I have a Law and Finance background. When I was a Policy Advisor advising the Minister of Commerce on NZ's commercial and financial markets laws, I analysed NZ's economic settings and designed policy options. I consulted with the public and identified potential risks and mitigations. I further refined my analytical skills when I got into Agile Coaching because I now use an experimental approach to validate an idea, gain feedback from potential users, and quickly iterate my solutions.

Work Experience

May 2022 – Present Board Intern, Tourism Bay of Plenty

Appointed by the Tauranga City Council in its inaugural board internship programme

Aug 2019 – Present Career Coach & Founder, As You Limited

- Coach people to gain clarity of career direction, self-confidence and self-love
- Coach ethnically diverse women to step into their leadership identity and power

The second page of the CV is not as important. The aim here is to reflect you as a fuller person with experience, education, interests and awards.

- Jul 2016 – Apr 2019 Agile Team and Leadership Coach, Xero**
- Part of the leadership team of Partner Products, worked across portfolio of products and collaborated with leaders to deliberately curate and facilitate an environment that fosters high-performance, innovation and growth
 - Coached and mentored 15 teams and multiple leaders on their Agile journey
- Jan 2016 – Jul 2016 Agile Team Coach, Nomad8 Consultancy**
- Coached and facilitated multiple companies' teams to adopt Agile practices
- Aug 2015 – Nov 2015 Agile Consultant, Lightning Lab Accelerator**
- Coached start up teams to define their business model and process efficiencies
- Apr 2015 – July 2015 Intrapreneur, R9 Accelerator, Ministry of Business, Innovation and Employment**
- Analysed the pain points for businesses interacting with government
 - Generated ideas to solve the pain points, developed and iterated prototypes
 - Developed an implementation plan and the business model
- Jul 2013 – Aug 2015 Policy Advisor, Ministry of Business, Innovation and Employment**
- Provided expert advice to the Minister of Commerce regarding consumer, commercial and financial markets law policies
 - Analysed complex policy issues, drafted discussion documents for public consultation, identified and mitigated potential risks
- Feb 2012 – Jun 2013 Tax Consultant, KPMG**
- Supported case load of over 40 individuals, companies and trusts to comply with their respective tax obligations
 - Established and maintained effective working relationships with clients

Education

- 2018 Associate Certified Coach, International Coach Federation**
- 2015 ICAgile Certified Professional and Agile Team Facilitation, ICAgile**
- 2012 Professional Legal Studies, College of Law**
Admitted as a Barrister and Solicitor of the High Court of New Zealand
- 2007 – 2011 Bachelor of Commerce and Bachelor of Laws, University of Auckland**
Finance Major and Specialisation in Law

Volunteer Work

- Feb 2014 – Apr 2016 Phone Counsellor/Trainer/Facilitator, Youthline Wellington Inc.**
Counselled youths. Mentored new counsellors and facilitated the training process

Publications

- 2012** *"Enforcement of securities law and the role of the State: an examination of the Financial Markets Authority's powers to take actions on behalf of investors"*
Company and Securities Law Bulletin March 2012 Edition, [2012] CSLB 27

Awards and Achievements

- 2014** Outward Bound Community Partnership Scholarship
- 2013** New Zealand Chinese Association Leadership & Development Conference Delegate
- 2011** First in Course Award in Corporate Finance Law
- 2009** University of Auckland Senior Prize in Finance
Kelly Undergraduate Scholarship
Rotary Youth Leadership Award