

**Blink ...**

**There goes your first impression**

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# Experts, Advisors, Reviewers

- Many so-called experts
- Lots of competent advisors
- No single authoritative & final view on CV & resume construction
- Need for reconstruction based on the opportunity

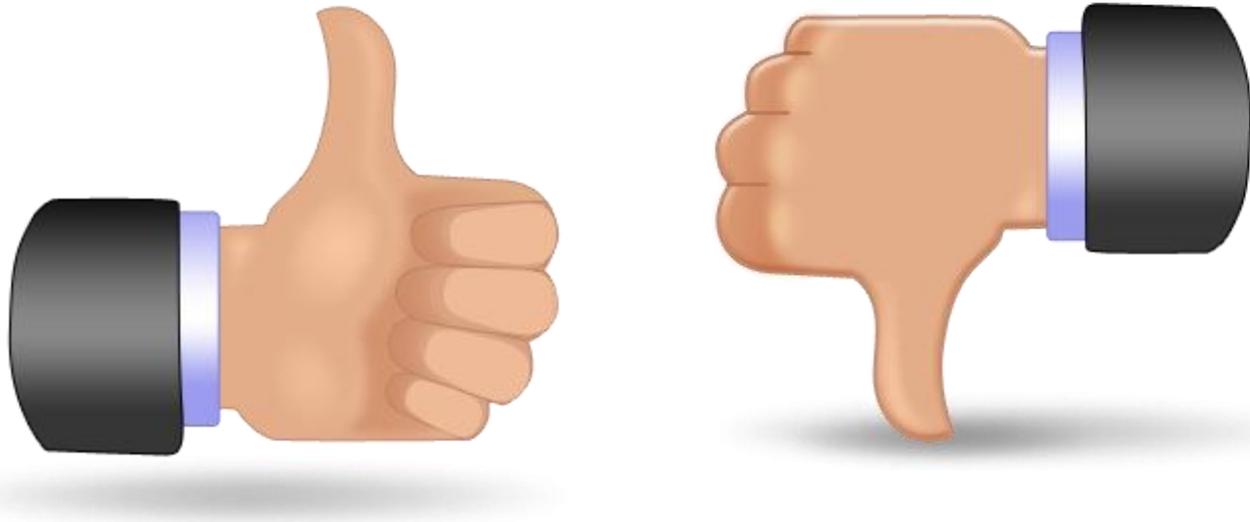


You never get a second chance to make a first impression.



# A CV or resume IS the first impression people get of you.

- Quick glance at the 1<sup>st</sup> page
- Few seconds of reading gets you reactions of



# A first impression comes from

- The appearance of something
- What is said or written
- How something is said or written
- The respect given to the person reviewing your document

Consider marketing yourself

Your elevator speech



# Appearance

## How's it look?

### Do's

- Consistent easy-to-read font
- Start with contact info
- Clear structure
- 1" margins with running head
- Laser printer on good paper
- Up-to-date

### Don'ts

- Be inconsistent in font, format, punctuation
- Be flashy
- Use all capital letters
- Be cutesy or humorous
- Use "I" or "me"
- Have typos or grammatical errors

# What is said or written

## Do's

# What's the substance?

## Don'ts

- Education
- Employment @ various entities
- Teaching & research experiences
- Honors & awards
- Presentations
- Publications
- & more ...

- Height, weight
- Date or place of birth
- Social security #
- Picture
- Hobbies
- Ethnicity
- Required salary
- Religious/political affiliation

# How something is said or written

## Do's How's it feel to read? Don'ts

- Communicate strengths, initiative, & achievements
- Proactively
- Demonstrate successes
- Highlight potential
- Use key words, action verbs, active words
- Be dishonest
- Be grandiose
- Be too modest
- Use false or exaggerated claims

# Respect to the person reviewing

## Do's

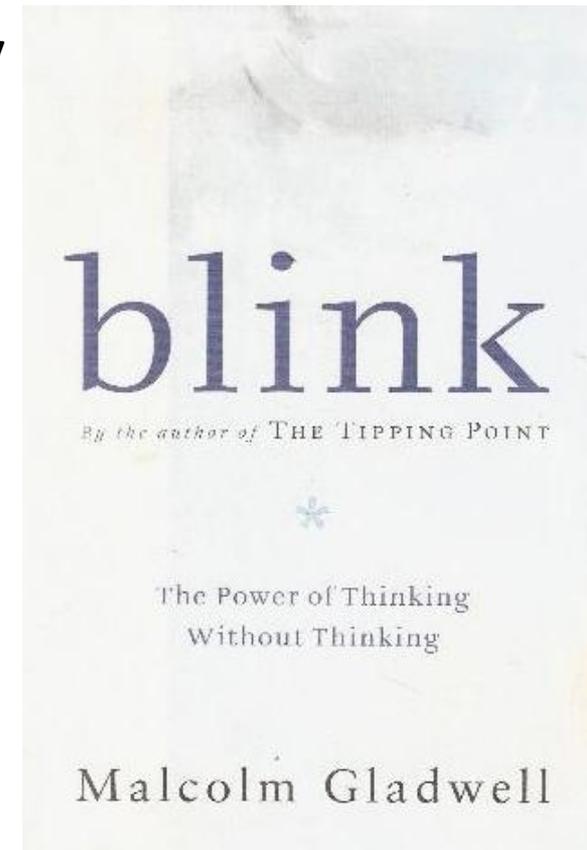
your document

## Don'ts

- Keep it brief & succinct
- Make sure the 1<sup>st</sup> page has the essentials
- Use reverse chronological order
- Have substantive info most prominent
- Provide titles & brief summaries of your work
- Pad your document by listing too much detail
- Leave gaps in your education or employment unexplained

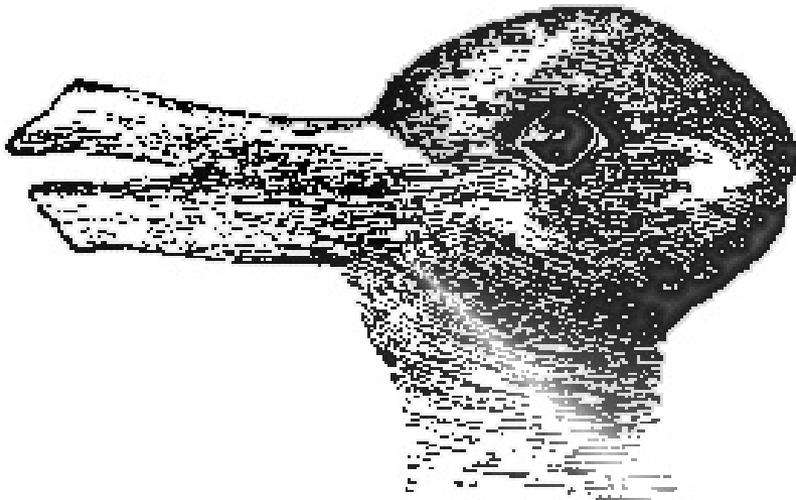
# Initial perceptions are crucial and often lasting

- Rapid cognition leads us to conclusions in the blink of an eye
- Operate with thin slices of reality that can become thick stacks

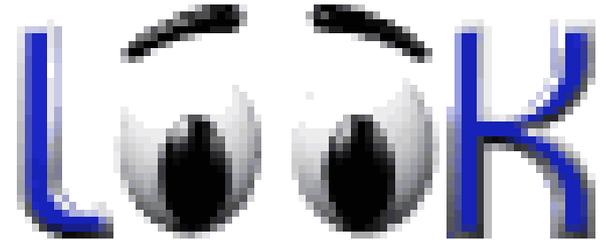


# First impressions dominate

- First impressions are hard to change
- First impressions lead to interpreting information in a way that confirms one's preconceptions



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Now your first impression can be a lasting, favorable one.