

# THE NEXT GENERATION OF HR LEADERS

## What you need to have in your resume to beat the competition for the best HR job

It's not uncommon for a senior HR professional to find themselves facing tough competition for the top opportunities. Often, the more senior the role, the more vigorous the competition. It is likely that your resume will be read by the CEO – indeed, the interest from CEOs in hiring top HR talent has never been greater.

The reason for that is simple: the concerns of CEOs are once again returning to those relating to human capital, staff turnover, engagement, succession planning and the retention of key people and their inherent IP; these are the things that keep CEOs awake at night. All that stands between unwanted cost and organisational ineffectiveness is the thin line of HR professionals.

Let's be logical. If those elements are what concerns the CEO then it's in those quarters that the CEO will want their HR leader to excel.

To beat the competition to the best HR job you will need to be able to prove beyond any doubt that you have tremendous capability in the areas which really matter – and let's face it, the best way to reassure people of future success is to show them you have performed well in the past.

In my work I often have to persuade people to think of their resume as a sales tool; its sole purpose is to get you through to the interview. Once you are in the room you can capture hearts and minds and show off your communication skills, empathy, resilience and everything else, but on paper you have to use this opportunity to tell the reader how good at it you are and what influence you had upon business success.

### Four practical tips for better resumes

- » Firstly, you have to describe the companies where you've worked in commercial terms; think scale and complexity, think market cap, think sales

in millions of dollars, think employee numbers, geographic spread, turnover, even size of the HR team. Make no assumptions that the reader will have heard of your company and know what they do and how big and successful they are.

- » Secondly, think of metrics. Prove to the reader the tangible impact of your achievements and how they have added real value to the business. Show how much money something you have implemented has saved your company in dollar terms (need I add, Australian dollar terms). In dollars, state how much moving to an RPO saved your business, spell out what improvements were delivered in bottom line results by the introduction of a new bonus plan you introduced. It is vitally important to speak of your key achievements using the currency of CEOs. Using absolute fact and metrics is the best way to generate credibility and therefore appeal.
- » Third, list your most impressive and most recent achievements first.
- » Finally, avoid using acronyms that are specific to your company – and even those that are common only to HR. Try to write in business speak only, not code, synonymous with a big corporation (insert your preferred corporate giant's name here).

I have a few more tips but you will have to wait till another time for those.

This is a wonderful time to be in HR. The opportunities for the profession to become even more embedded in the senior leadership team have never been better. In the past, HR professionals have often taken a backseat role and generally struggled to sell their skills, experience, knowledge and what they add to the team. Getting the resume in top shape so that it captures the attention of future employers is the first step in HR presenting themselves as vital members of the executive team. Training yourself to think and speak in business language as you change jobs is a great way to reinvent your HR self. It will be a habit that will serve you well in the future.

Vive le metrics!



By David Owens, managing director, HR Partners

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