**IS HR AN OBSTACLE COVERED BY FIRE? - Part 2**

Create a CV:

* Choose the right CV format;
* Tailor the CV objective;
* Use keywords on the CV that match the job description;
* Customise the Cover Letter to state why you are suitable;
* Follow the job advert instructions for submitting your application.

But, despite best efforts, no phone call is received, no invitation to interview. The CV ended up in the Black Hole of HR where maybe it was scanned by a software program and then discarded into a massive database with hundreds, if not thousands, of CV’s. Companies receive a huge volume of CV’s daily, the chances that the CV was viewed by any human in Human Resources (let alone the hiring manager), are almost non-existent. It is reasonable to think of HR as “Hiring Resistance” because it seems that the whole process starts with rejection.

Should the submitted CV get past the screening software, it can deliver HR numerous reasons to screen you OUT. It could be the ethnicity of your name, where you currently reside, your current employment, your title. Also, your past employers, gaps in employment, a lack of the right keywords and phrases, your education (or lack of schooling), your affiliations, the fact that you are a Veteran, etc., etc.

Remember that, overall, HR personnel, don’t have a clue about the actual nature of military service. Their focus is on the perfect match between keywords in the job description and those found in the CV. The hiring manager is the only person in the organisation that has an accurate understanding of the role to be performed and the right candidate.

A CV is a component in the job search toolbox, but the CV is little more than a track record of past employment. A CV is full of old news, past positions and employers. As a Veteran, it probably has fantastic content, however, remember:

***Companies don’t hire you for your past; they hire you for their future.***

Consider discarding the traditional approach to job search which can be ineffective. Spend 20% of time chasing posted jobs on the Internet but recognise that HR is an obstacle to finding employment. Spend the remaining 80% of time educating the business community by targeting hiring managers in companies of interest. Instead of immediately sending your CV to hiring managers, differentiate yourself by using a **biographical brief** to teach them about who you are, the value you, as a Veteran Tiger, bring to a venture, and how you can help their profitability *moving forward*.

A biography as an introductory Cover Letter can be unsolicited, it is more than just about education, and work in the Army; it will portray a Veteran's experience and life events. Unlike a CV a biography presents a life story, highlighting various aspects, details of experience and how they relate to the workplace that you are seeking to enter.

Start now! Create a written transition plan of action with milestones. Such appreciations were often performed for military operations do this critical assessment and plan for the next most significant event in your life career.

* Produce a succinct Biography as an introductory Cover Letter.
* Generate a functional style CV which will allow you to translate and highlight the skills you possess that will transfer to a civilian job. Ensure that the CV can be modified to include keywords used in the job description.
* Write a Cover Letter to accompany the CV, like the CV ensure that it can be customised to fit the employer's requirements.

Identify Gaps – It is critical to determine gaps in your professional network (outside of the Armed Forces), education and skills. Do not make a mistake in relying on friends and contacts who are still serving for advice on job hunting and your CV. Find time to meet recruiters and HR managers, get a candid insight and feedback on your actual market value, as well as how readable your CV is.

Education and Certificates matter! Don’t rely on just experience when a job description states “degree or relevant experience.”; if you apply the odds are worse than winning the lottery. Companies will receive many applications, and a lot of them will be with both experience and a degree, they will always short list those applicants. Do not waste your precious time applying for jobs in which you are not a competitor.

Think twice before claiming that you are a Subject Matter Expert.

A good CV for a Veteran should be a unique and well-written document that is **specific to the job** you’re targeting.

In addition to listing an actual award or accomplishment, briefly, describe the achievement. Feature your best competencies – Your specialised military skills may not be directly relevant, but your transferable competencies will be very useful to your next employer.

The Army provides some of the best leadership and technical training in the world; it is impressive, include it in your CV and provide information about the types of technical skills you have developed. Veterans will be invited for an interview based on their CV, if the individual during the interview does not match the CV, then the company feels they have been misled.

When writing your CV, use a standard font. HR Managers and the Optical Character Readers (OCR) that they often use can read the standard fonts. Do not forget, the purpose of sending a CV to an employer is to have it read. Some CV tips:

* A CV is written in the third person.
* Your CV should be no longer than two pages. Remember its purpose is to provide a brief career history, the emphasis on brevity. Do not be fooled into thinking that a long and detailed CV will "look better" to an employer. The reality is the reverse is true.
* Do not include information that specifically reveals your race, colour or religious background. Knowing this is a sensitive issue for an employer and could cause them to eliminate your CV from further consideration immediately.
* Leave off all pictures, this information could be considered discriminatory and should always be left off.
* Always provide an e-mail address, this is the second most popular way (after the telephone) by which the vast majority of employers and recruiters correspond. Some also like Skype, but do not allow yourself to be interviewed over Skype.
* Provide your primary phone number and make sure you have an answering machine or voice mail on that number along with a polite, professional greeting.
* Describe the skills that you gained in the Army in a transferable manner, do not concentrate on one facet of your position but your unabridged responsibilities and accomplishments, and which are not just unique to the military.

A Veteran Tiger’s transition is much more than Dining out, and Gardening leave. It is a long, intricate process. What you put into it is what you will get out before you march out the front gate for the last time.

 “Gizza Job” – Yosser Hughs