



FORTIFY
SERVICES

PROFILER

It is very hard to write about yourself. To condense all of your experiences and accomplishments into a few succinct paragraphs in order to make the reader want to meet you is no laughing matter. A well-written CV, one that immediately grabs the reader's attention and makes them want to meet you, is a document that gives that reader a *flavour* for the sort of person that you are that goes beyond the simple outlining of your responsibilities in your various jobs.

If it hard to write about yourself, it is even more difficult to talk about yourself in this way at interview. The themes below will help you to start examining yourself as a potential employer would. If knowledge is power, then self-knowledge is the most useful force you can wield in your career and any job-hunts you undertake within that career.

1. THE JOB THAT I DO

Current or most recent Job Title:	
Your Boss' Title:	
Type of Organisation:	
Key areas of responsibility:	<ul style="list-style-type: none">••••••
What I do/did very well in my job (<i>think of third party evidence here – compliments from co-workers, customers or your boss for example</i>):	
Areas of weakness in my performance:	
The best things about my job are / were:	
Aspects of my job that I hate(d):	

2. ACCOMPLISHMENTS

A professional achievement is something which you (a) did well and enjoyed; (b) made a contribution that could be measured; or (c) would make you interesting to a prospective employer. Examples could include developing a new idea, service, product, process or procedure; exceeding a sales, margin, profit or market share target; reducing inventory or other costs; improving profit margins, streamlining an important part of your job, making some part of the business more efficient, being assigned to recruit, supervise and/or train other people or being assigned a broader area of responsibility on the job.

Look at the things you have accomplished in the past 10 years. (If it goes back further than that, it will need to be truly earth-shaking stuff). The table below should help you come up with some good material. In each case, indicate exactly what you did, the immediate result and what it meant to your team or organisation going forward.

	MY INPUT	RESULT	OUTCOME
Turnover or other top-line, measurable growth? <i>(eg: audience, circulation, number of clients, throughput or productivity measures – think of how your job is measured and what difference you have made)</i>			
Targets met / exceeded?			
Key new business gained?			
New processes / procedures?			
New product / service / idea?			

	MY INPUT	RESULT	OUTCOME
Streamlining approach?			
Significant problem(s) solved?			
Cost savings?			
Special relationships (internal or external) developed or fostered to a new level?			
Recruiting and managing staff?			
Training of new staff? Cross-training existing staff?			
Motivating staff with special incentives? Staff turnover reduced?			
Any other initiatives, suggestions or contributions?			

Pick the top 5-7 accomplishments from your recent years and list them below in order of importance to the organisation you were working for.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

3. ME IN A NUTSHELL

Describe your professional self in one sentence (*eg: you've just met a head-hunter at a party*):

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4. SKILLS & KNOWLEDGE

Talents are the special abilities that you are born with. Skills are learnt, honed and developed on an ongoing basis. Reflect on your full range of skills, both those used in and out of work. Give yourself marks out of 10 for the following:

Commitment		Urgency	
Professionalism		Flexibility / adaptability	
Learning curve		Empathy	
Finance / numeracy		Writing skills	
Selling		People management / motivating	
Administration		Dealing with multiple tasks	
Crisis management		Event management	
Analysis / ability to evaluate		Creativity / innovation	
Account Management		Fostering relationships / networking	
Problem solving		Interpersonal skills	

IT skills? What packages do you use well?	
Recruitment, team-building/training skills?	
Core skills other than already mentioned?	

List the most useful training courses or programmes that you have ever been on:

COURSE TITLE	INSTITUTION / Co.	YEAR	USEFUL BECAUSE

MY TOP 7 SKILLS

From the picture you have built above, list those skills at which you excel and which you think make you attractive as a potential employee in today’s workplace:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Now list the 7 skills that you most **enjoy** using in order of satisfaction:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

How closely do the two lists correlate? (A poor correlation can be indicative of square-peg-in-round-hole issues in your working life)

5. EXTRACURRICULAR ACTIVITIES

For your CV, you should consider including *current* interests under the following broad headings:

Professional – membership of trade or other organisations, committee activities, special projects – all of these imply a level of professionalism and commitment to your chosen career.

Physical – some level of physical activity will reassure the reader that you are not a total slob with all of the associated health risks of slobdom ...

Cerebral – do you do anything to improve your mind or keep it active? Reading (tell them what kind of books, papers, magazines), cinema, galleries, museums, theatre and music (tell them what kind) are all examples of cerebral activities.

Social – many jobs will require you to dine with suppliers and customers, or to work effectively with other people in teams. If you enjoy cooking, certain types of food, going out to dinner, or anything that demonstrates an ability in this area, include it.

Altruistic – if you are involved in fundraising, local charities, your residents’ association, your children’s school; you should mention it – *“I am a decent, involved, human being ...”*

Professional	
Physical	
Cerebral	
Social	
Altruistic	