

# Resume Assessment Toolkit

*Your First Step Toward  
More Offers, More Options, More Money*



**2mySuccess™**

**A Principles4Success Series Publication**

# **Resume Assessment Toolkit**

***Your First Step Toward  
More Offers, More Options, More Money***

A Training Component of the **2mySuccess™** Resume Assessment Toolkit

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**ProForce Co-Founder and Executive Principal**  
and Author of

## **THE 10X RESUME**

**10 Steps to Create a Powerful Resume for  
More Offers, More Options, More Money**

A Principles4Success Series Publication

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**Qualified Candidates  
are  
DISQUALIFIED  
every day  
because they  
don't know how to  
SELL THEMSELVES**

Mark Galvan

<http://principles4success.com/create-a-powerful-resume/>

**Congratulations if you're reading this document!**

**You now have the most complete Resume Assessment tool available which considers both how you sell yourself and how to leverage the process!**

**The following Resume Assessment is the same framework we use for evaluating candidates who will be submitted for open positions.** Before a candidate can be submitted to a corporate client for review, we need to make sure that the resume is a true and accurate representation of their background, skills, experience and credentials. And that is just the start!

**It is critical that a resume be constructed the right way so that it effectively communicates the value the Candidate brings; because, there is only one chance to make a great first impression. In other words, both content and format are important. Candidates we work with walk away with significantly improved resumes – always.**

For each open job,

- **100 candidates may apply – or more**
- **10 to may receive custom resume support as part of the process, but only**
- **1 will be selected and offered the job**
- **90 will experience another rejection as part of their job search**

The career counseling and resume support is only given to Highly Qualified candidates – the 10 – as part of the selection and placement process. However, in the past years, **I have documented the process and methodology we use when we work with Candidates to create this assessment and these training components.** These tools are now available for the benefit of the other 90% of candidates who would otherwise simply be rejected to fend for themselves.

In many circumstances, there is a good and a bad way to add something to a resume. However, there are many shades of gray between good and bad where the best approach depends on other factors, such as the position, the company, the background of the candidate, etc.

**This assessment is not intended to be prescriptive on which approach is best for each element of your resume.** Only by working with a career counselor or recruiter can you be assured that the approach you take on your resume is the right one for the position to which you are applying.

Of course, not everyone will pay for career advisory services or the help of a career counselor; therefore, **this assessment and these training components have been developed with significant attention to detail and context to be able to provide coaching and very specific guidance to virtually any candidate for any position.** Additional candidate tools, resources and services are presented at the end of this training in the event you need additional assistance or more information.

## **Instructions**

On the following pages, for each resume element or attribute, select the answer that best applies from either,

Never, Rarely, Sometimes, Frequently OR Always  
OR Never for No and Always for Yes

**Again, your answers do not indicate which approach is best for each element of your resume; because, it depends on the circumstances.** However, from this Resume Assessment tool, you will get a good idea of what elements of your resume probably need attention. With the information you will learn from the other **2mySuccess™** training components, you will know exactly how to handle each element.

## The First 10 Seconds

### 1. Format: Attention to Detail

Does the entire resume demonstrate attention to detail in style, formatting, consistency, use of grammar, consistent syntax and verb form, etc.?

Never  Rarely  Sometimes  Frequently  Always

### 2. Format: Bottom Section Information

Does the bottom section include additional supporting keywords, details, reference material, etc. related to secondary priorities?

Never  Rarely  Sometimes  Frequently  Always

### 3. Format: Concise Length

Is the resume concise in number of pages – approximately one page per 10 years of experience, depending on leadership level? Is the narrative content concise, to the point and impactful without unnecessary language or wording?

Never  Rarely  Sometimes  Frequently  Always

### 4. Format: Consistent Format

Is the format of the text a professional font, 10 points or smaller? Is format, bulleting, indentation, bolding, spacing and other formatting characteristics consistent? Does the method of formatting demonstrate competency with Microsoft Word or other publishing software?

Never  Rarely  Sometimes  Frequently  Always

### 5. Format: Job Titles

In each job section under work experience, is the position title and additional position context information above the employer name and period of performance?

Never  Rarely  Sometimes  Frequently  Always

**6. Format: Space Above the Fold Maximized**

Does the space above the fold contain critical elements of importance to the 5 Key Stakeholders? Does the information above the fold generally communicate and support a Highly Qualified rating? Is the space poorly utilized, e.g. white space, tables, lines, large font?

Never  Rarely  Sometimes  Frequently  Always

**7. Format: Titles Industry-Consistent**

Are all titles within each job section consistent with industry standard titles? Do titles isolate value to one industry or demonstrate transferable value?

Never  Rarely  Sometimes  Frequently  Always

**8. Header: Professional Achievements**

Is a Professional Achievements section above the fold? Are achievements measurable? Are achievements in alignment with the Target position?

Never  Rarely  Sometimes  Frequently  Always

**9. Header: Contact Information**

Is your listed name your familiar name or legal name? Is home address used? Is a professional title used under your name? Is the space used conservatively?

Never  Rarely  Sometimes  Frequently  Always

**10. Header: Email Address**

Does the email address appear professional? Is the email on a modern popular domain, e.g. Gmail, Yahoo, etc.?

Never  Rarely  Sometimes  Frequently  Always

**11. Header: Personal Address**

Is there a reason a home address is included? Does it make sense to leave location off the resume? Does the home address include an apartment number?

Never  Rarely  Sometimes  Frequently  Always

**12. Header: LinkedIn Profile**

Is the LinkedIn Profile URL on the resume? Is it in the header or at the bottom? Is the URL a professional and business appropriate URL?

Never  Rarely  Sometimes  Frequently  Always

**13. Header: Professional Title**

Does your professional title reinforce your stated Value Proposition? Is your title in alignment with the position being sought?

Never  Rarely  Sometimes  Frequently  Always

**14. Header: Resume Header, Footer**

Is there a document header and/or footer included with repeating information such as name or page number?

Never  Rarely  Sometimes  Frequently  Always

**15. Header: Website Addresses**

Is there a personal website listed? Is the URL professional? Is the content on the link professionally appropriate? Does it include links to other inappropriate content?

Never  Rarely  Sometimes  Frequently  Always

**16. Header: Willing to Relocate?**

Does it make sense to add "Willing to Relocate" on the resume? Would you relocate at your own personal expense if relocation support is not available? Are you applying to jobs in the geography where you live?

Never  Rarely  Sometimes  Frequently  Always

## Fundamentals (for Bots and Recruiters)

### 17. Format: ATS Readable

Does the resume utilize standard ASCII fonts without symbols, graphics, images, etc. Is the resume a scanned image or text-based document? Are categories clearly identified in each segment?

Never  Rarely  Sometimes  Frequently  Always

### 18. Skills: Capabilities Applicable

Are listed capabilities in alignment with the Value Proposition and the position being sought?

Never  Rarely  Sometimes  Frequently  Always

### 19. Skills: Capabilities Relevant

Are listed capabilities relevant to the duties and responsibilities of the position being sought? Do they demonstrate Next Level capability? Are any references distracting?

Never  Rarely  Sometimes  Frequently  Always

### 20. Skills: Capabilities Transferrable

Is the list of capabilities transferable to the position being sought? Are there other desired capabilities not included on the resume? Are the skills and capabilities listed described using industry-appropriate language for the position?

Never  Rarely  Sometimes  Frequently  Always

### 21. Skills: Skills or Capabilities Listed

Are skills listed separately? Are keywords and keyword phrases properly utilized? Are the most relevant skills or capabilities listed first?

Never  Rarely  Sometimes  Frequently  Always

## Your Unique Selling Proposition

### 22. Strategic: Business Jargon Used

Is the resume readable without having to interpret industry-specific business jargon? Are subjective words used as adjectives?

Never  Rarely  Sometimes  Frequently  Always

### 23. Strategic: Clear MinQual Content

Do the most prominent information elements clearly communicate you are Minimally Qualified for the desired position?

Never  Rarely  Sometimes  Frequently  Always

### 24. Strategic: Content Aligned with Target

Is the overall content in the resume aligned with the target goal and objective?

Never  Rarely  Sometimes  Frequently  Always

### 25. Strategic: Forward Oriented

Does the information support qualification for the desired position? Or does the information only document past work history?

Never  Rarely  Sometimes  Frequently  Always

### 26. Strategic: Industry Acronyms Used

Are all industry and position-related acronyms included in the resume included in the text or as keywords? Are any strategic acronyms omitted?

Never  Rarely  Sometimes  Frequently  Always

### 27. Strategic: Target Keywords Leveraged

Are primary key words included in the text or listed as skills, capabilities, etc.?

Never  Rarely  Sometimes  Frequently  Always

### 28. Summary: Career Objective listed as Value Proposition

Is there a clear statement that summarizes your career objective? Is there a clear value proposition from the perspective of the employer?

Never  Rarely  Sometimes  Frequently  Always

**29. Summary: Strong Employer WIIFM**

Is there a compelling business case from the WIIFM of the employer included above the fold?

Never  Rarely  Sometimes  Frequently  Always

**30. Summary: USP Aligned to Position**

Is there a unique selling proposition beyond a business case that differentiates you from other candidates and is aligned with the position?

Never  Rarely  Sometimes  Frequently  Always

**31. Summary: Value Proposition Clear**

Is there a clear value proposition? Is the value proposition specific or written in general abstract terms?

Never  Rarely  Sometimes  Frequently  Always

## Competitive Differentiators

**32. Above and Beyond: Articles, Publications, Books**

Have you published work-related articles, books, blogs, etc.? Have they been included if appropriate?

Never  Rarely  Sometimes  Frequently  Always

**33. Above and Beyond: Awards**

Do you have any awards, certificates or other forms of recognition which should be included?

Never  Rarely  Sometimes  Frequently  Always

**34. Above and Beyond: Patents**

Do you have patents, trademarks or copyrighted material associated with your prior work which emphasizes your value?

Never  Rarely  Sometimes  Frequently  Always

**35. Above and Beyond: Podcasts**

Do you have any content on the web such as podcasts, videos, etc. related to your work?

Never  Rarely  Sometimes  Frequently  Always

**36. Above and Beyond: Speaking Engagements**

Have you done any public speaking, internally or externally, particularly if related to your work? Should it be included?

Never  Rarely  Sometimes  Frequently  Always

**37. Each Position: "Next Level" Responsibilities**

Do you list responsibilities or duties in your current and previous assignments which represent "Next Level" tasks (responsibilities primarily associated with your supervisor)? Are "Next Level" tasks properly characterized?

Never  Rarely  Sometimes  Frequently  Always

**38. Each Position: Accomplishments Listed**

Have you identified accomplishments and achievements associated with all of your prior roles? How are they represented on your resume?

Never  Rarely  Sometimes  Frequently  Always

**39. Each Position: Certifications**

Do you have any current certifications? Any past, expired certifications? Are they relevant and should they be listed?

Never  Rarely  Sometimes  Frequently  Always

**40. Each Position: Continuing Education**

Do you maintain a list of your completed continuing education - formal and informal? Which components would add value if listed on your resume?

Never  Rarely  Sometimes  Frequently  Always

**41. Each Position: Contributions Listed**

Have you made additional contributions to your previous employers outside of your primary area of responsibility? Should they be listed?

Never  Rarely  Sometimes  Frequently  Always

**42. Each Position: Improvements**

Have you made process improvements or enhancements of any other kind in your previous positions? How are they represented?

Never  Rarely  Sometimes  Frequently  Always

**43. Each Position: Quantified Results**

Are your specific achievements quantified, such as percentage of improvement, money saved, etc.?

Never  Rarely  Sometimes  Frequently  Always

**44. Each Position: Responsibilities**

For each position listed, are prior duties and responsibilities listed which are the same on everyone’s resume with a similar job or is there an emphasis on differentiators?

Never  Rarely  Sometimes  Frequently  Always

**45. Each Position: S.M.A.R.T. Achievements**

Like goals and objectives that follow a S.M.A.R.T. format, are the achievements of those goals and objectives also communicated in a way that they are specific, measurable, etc.?

Never  Rarely  Sometimes  Frequently  Always

## The Fundamentals

**46. Each Position: Action Verbs**

Does each bullet under each listed position begin with a verb? Do the strength of the verbs properly align with the level of responsibility?

Never  Rarely  Sometimes  Frequently  Always

**47. Each Position: Bulleted Text**

Is the text for each position bulleted or written in narrative form with complete sentences?

Never  Rarely  Sometimes  Frequently  Always

**48. Each Position: Company Description**

Does it make sense to include a brief description of the companies you previously worked for if their brand is relatively unknown?

Never  Rarely  Sometimes  Frequently  Always

**49. Each Position: Company Name**

Are you using the legal names of your past employers, their brand name, their parent company, etc.? Which makes most sense?

Never  Rarely  Sometimes  Frequently  Always

**50. Each Position: Dates with Months**

Does the period of performance listed for each job assignment include month and year?

Never  Rarely  Sometimes  Frequently  Always

**51. Each Position: How Acquired**

Does it make sense to include a brief description about how you were retained by your prior employer(s)?

Never  Rarely  Sometimes  Frequently  Always

**52. Each Position: Non-standard Titles**

If you have a non-standard title that does not properly convey your responsibilities, is there an alternative that would be more appropriate?

Never  Rarely  Sometimes  Frequently  Always

**53. Each Position: Past Tense**

Are all verbs in past tense, except those associated with your current assignment if you are still working?

Never  Rarely  Sometimes  Frequently  Always

**54. Each Position: Titles / Roles**

Do your titles convey your roles properly? Are your roles properly represented? If you were a contractor, how is it represented?

Never  Rarely  Sometimes  Frequently  Always

**55. General: Distracting, Inconsistent Content**

Is there anything potentially distracting because it is not consistent with the overall theme, message and direction of the resume?

Never  Rarely  Sometimes  Frequently  Always

**56. General: Keywords, Industry-specific (level 1)**

Are level one, industry specific keywords, included in each section for each position?

Never  Rarely  Sometimes  Frequently  Always

**57. General: Keywords, Functional (level 2)**

Are level two, functional keywords related to more specific duties and responsibilities, also included?

Never  Rarely  Sometimes  Frequently  Always

**58. General: Keywords, Matched to Role**

Have keywords associated with the target job opportunity been identified and included?

Never  Rarely  Sometimes  Frequently  Always

**59. Grammar: Consistent Tense**

Is there consistent use of pronouns, person and tense in your resume, cover letter, question and answer responses, etc.?

Never  Rarely  Sometimes  Frequently  Always

**60. Grammar: Typos**

Are there misspelled acronyms, words or properly spelled, incorrect words?

Never  Rarely  Sometimes  Frequently  Always

**61. Grammar: Wording Errors**

Are there other sentence construction errors which need to be corrected to demonstrate acceptable professional language use?

Never  Rarely  Sometimes  Frequently  Always

## Potential Resume Killers

### 62. Affiliations: Civic

If civic activities, organizations or affiliations are listed, are they potential distractors or could they be sources of concern?

Never  Rarely  Sometimes  Frequently  Always

### 63. Affiliations: Political

Does it make sense to list political affiliations, activities, volunteer efforts, etc.? Could they be construed as sources of conflict?

Never  Rarely  Sometimes  Frequently  Always

### 64. Affiliations: Professional

Are professional affiliations, memberships, associations, etc. consistent with the position or potentially distracting because they are irrelevant?

Never  Rarely  Sometimes  Frequently  Always

### 65. Affiliations: Religious

Does it make sense to list religious activities, beliefs, associations, etc. or are they distracting?

Never  Rarely  Sometimes  Frequently  Always

### 66. Affiliations: Social

Are social activities and affiliations appropriate beyond simply being informational? How do they support the value proposition?

Never  Rarely  Sometimes  Frequently  Always

### 67. Affiliations: Other

Do you have other affiliations or associations listed which are inconsistent with your personal brand or do not add value from the WIIFM of the 5 Key Stakeholders?

Never  Rarely  Sometimes  Frequently  Always

Never Rarely Sometimes Frequently Always

**68. Information: Inappropriate Information**

Is there inappropriate information, photographs, references or links included which could become a source of discrimination or be construed as professionally inappropriate?

**69. Information: Outdated Experience**

Do you have work experience listed which is too old or somehow irrelevant to the current position of interest?

Never  Rarely  Sometimes  Frequently  Always

**70. Information: TMI**

Is there any other information, particularly personal, which could be labeled, “too much information”?

Never  Rarely  Sometimes  Frequently  Always

**71. Special Circumstances: Criminal Record**

Do you have a criminal record which prohibits you from being eligible for the position? Are you aware of the background check and eligibility requirements?

Never  Rarely  Sometimes  Frequently  Always

**72. Special Circumstances: Employment Gaps**

Do you have any gaps in employment greater than a couple months which are not explained? If they are explained, is that information in the cover letter or the resume?

Never  Rarely  Sometimes  Frequently  Always

**73. Special Circumstances: Entrepreneurial Interests**

Are you an entrepreneur? Do your business endeavors create a conflict of interest with your potential employer? Are you a threat to the employer? What is the title you use to describe your position, even if you were the owner?

Never  Rarely  Sometimes  Frequently  Always

**74. Special Circumstances: Inconsistency**

Do you have a pattern of jobs which do not show industry or position consistency? If yes, how have you created a thread of continuity to reduce the appearance of disconnection?

Never  Rarely  Sometimes  Frequently  Always

**75. Special Circumstances: Job Changes**

Have you had frequent job changes or jobs of short duration? How is this explained on the resume or in a cover letter?

Never  Rarely  Sometimes  Frequently  Always

**76. Special Circumstances: No Pattern of Increasing Responsibility**

Does your job history demonstrate increasing responsibility? If not, what can be done to highlight your readiness for the next level?

Never  Rarely  Sometimes  Frequently  Always

**77. Special Circumstances: Negative References**

Do you refer to negative events on your resume such as layoffs, reductions in force, performance issues, lawsuits, etc.? Do you have any other information included on your resume which could be construed as negative or concerning?

Never  Rarely  Sometimes  Frequently  Always

**78. Special Circumstances: Visa Requirements**

Are you eligible to work? Do you require a visa? Is this clearly stated on your resume?

Never  Rarely  Sometimes  Frequently  Always

## **Additional Information**

### **79. Military Service: Branch**

Is your military service represented? Does it add value? Is your military service described in a way that it is meaningful to a commercial industry reviewer?

Never  Rarely  Sometimes  Frequently  Always

### **80. Military Service: Decorations**

Do you have awards, commendations or other decorations from military service which should be represented? Do they add value?

Never  Rarely  Sometimes  Frequently  Always

### **81. Military Service: Service Period**

Are your military service dates listed? Are they recent? Could it trigger age discrimination?

Never  Rarely  Sometimes  Frequently  Always

## **Education**

### **82. Education: Continuing Education**

If your formal education was some time ago, do you have continuing education achievements listed? Do you have supplemental educational components represented?

Never  Rarely  Sometimes  Frequently  Always

### **83. Education: Formal**

Is your formal education properly included? Should it be at the header or footer of your resume?

Never  Rarely  Sometimes  Frequently  Always

### **84. Education: GPA**

Is your GPA high enough to be listed on your resume? If a recent graduate, have you included your GPA?

Never  Rarely  Sometimes  Frequently  Always

**85. Education: Graduate**

Is your diploma, graduation status or anticipated future graduation date accurate and properly represented on your resume?

Never  Rarely  Sometimes  Frequently  Always

**86. Education: Honors**

Do you have honors or awards from your academic years which could be additional positive differentiators?

Never  Rarely  Sometimes  Frequently  Always

**87. Education: Technical**

Do you have additional technical education, technical certificates, or trade school diplomas which should be included?

Never  Rarely  Sometimes  Frequently  Always

**88. Education: Undergraduate**

If an undergraduate student, do you list enough information to show your area of focus, including supplemental education?

Never  Rarely  Sometimes  Frequently  Always

## Other Experience

**89. Non-Work Experience: College Positions**

Do you have volunteer, club, or other service roles which could be included as additional differentiators?

Never  Rarely  Sometimes  Frequently  Always

**90. Non-Work Experience: Volunteer Roles**

Do you have volunteer experience? Does the organization or the duties and responsibilities add value to your personal brand on your resume? Should they be included?

Never  Rarely  Sometimes  Frequently  Always

## Competencies

**91. Communication, Verbal: Current, Relevant, Accurate, Communicated**

Does your verbal communication in all interactions demonstrate your current skills and relevant communication capabilities?

Never  Rarely  Sometimes  Frequently  Always

**92. Communication, Written: Current, Relevant, Accurate, Communicated**

Does 100% of your written communication – including text messages, emails, formal candidate documents, replies, etc. – demonstrate a high level of written communication capability?

Never  Rarely  Sometimes  Frequently  Always

**93. Job-specific: Current, Relevant, Accurate, Communicated**

Do you demonstrate job-specific competencies and capabilities beyond bullets on a resume? Are your skills and capabilities fresh, current, up-to-date and relevant?

Never  Rarely  Sometimes  Frequently  Always

**94. Leadership: Current, Relevant, Accurate, Communicated**

Does the information on your resume demonstrate leadership competency? Independent contributor competency? Are your current and relevant leadership skills communicated and demonstrated?

Never  Rarely  Sometimes  Frequently  Always

**95. Technology: Current, Relevant, Accurate, Communicated**

Do your work descriptions demonstrate your technical competence? Are your technical skills current and relevant?

Never  Rarely  Sometimes  Frequently  Always

## **LinkedIn Profile**

### **96. LinkedIn Profile: LinkedIn Profile Consistent**

Is there any information that is inconsistent between your resume and your LinkedIn profile?

Never  Rarely  Sometimes  Frequently  Always

### **97. LinkedIn Profile: LinkedIn Profile Generic**

Is content on your LinkedIn profile generic? Does anything conflict with information on any of your separate resume versions?

Never  Rarely  Sometimes  Frequently  Always

### **98. LinkedIn Profile: Potential Resume Killers**

Are there any potential deal killers inadvertently included on your LinkedIn profile?

Never  Rarely  Sometimes  Frequently  Always

### **99. LinkedIn Profile: Professional Photo**

Is your LinkedIn profile photo a professional-looking photograph? Does it reinforce your personal brand?

Never  Rarely  Sometimes  Frequently  Always

### **100. LinkedIn Profile: Recommendations Aligned with Professional Brand**

Do you have LinkedIn recommendations from colleagues which reinforce your personal brand message and value proposition?

Never  Rarely  Sometimes  Frequently  Always

## **Final Thoughts**

**This is just the beginning!**

This assessment should serve as a gap analysis and give you an acute awareness of the gap between where your resume is now and where it needs to be.

**It is a lot, because your resume is a complex document.**

- ✓ It is a Business Case.
- ✓ It is an Executive Summary.
- ✓ It is a Sales Presentation.
- ✓ It is your Value Proposition.
- ✓ It is your Unique Selling Proposition.

It must compel 5 Key Stakeholders to want to meet with you. That is the reason the checklist is so lengthy.

When we work with candidates, this is the checklist that we *start* with. There are other factors which could be important, but this checklist covers most of the factors which strongly influence your candidacy.

**How much would it be worth to you to get a job that paid,**

**\$10,000 more per year?**

**\$25,000 more per year?**

**\$100,000 more per year?**

**What's your number?**

Following the guidance in these resume and training components can position you for significantly more money. **Whether you pay for one of our professional coaches to walk you through this process or you decide to work on it yourself using the tools available, it's worth it!** Where else do you have a document that you can work for 40 hours and the net result position you for a significant increase in annual pay?

**The next best thing to create a powerfully effective resume is to use an experienced professional to put it together for you. But if you're short on time and money and need to do it yourself, these insights will help.**

**You might be tempted to begin making changes to your resume now. I suggest you don't. I recommend you continue to read and work through the training components in this package. It will take you some time, but this is the tip of an iceberg. More is explained in the additional training components. I recommend you begin creating a list of all the changes you would like to make to your resume, but do not spend the time making them yet. Your list will evolve as you become more aware of what you don't know. By the time you have concluded working through all of the training components, you will know exactly what you need to do and why.**

**Don't have the full package of candidate training components?  
Get access here:**

**Create a Powerful Resume**

<http://principles4success.com/create-a-powerful-resume/>



## About the Author

Mark Galvan is a Managing Partner at ProForce based in Leesburg, Virginia. Mark has 15 years of Fortune 500 experience in outsourcing, offshoring, consulting, Lean Six Sigma and operational excellence. He has served in executive, strategy and operational leadership roles – nine at Accenture including time as the North American lead for HR outsourcing operations.

Mark studied Criminal Justice at California State University in San Marcos but remains committed to on-going executive education. He also received his Lean Six Sigma Master Black Belt while at Accenture.

Today, Mark is focused on Talent Acquisition Strategy, Staffing and Recruiting innovation which is enhanced from consulting with organizations in over 30 industries over the past 20+ years – making him the guy who is most out of the box in every conversation.

### VISIT ONLINE:

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▶ **ProForce RaaS 2.0 (Recruiting as a Service) Overview  
A Unique Recruiting Support Offering**  
<http://proforceco.com/recruiting-support/>

▶ **ProForce Consulting Services: How Create Competitive Advantage**  
<http://proforceco.com/consulting/>

▶ **ProForce Faith & Integrity Promise: Our Values and Beliefs at Work**  
<http://proforceco.com/proforce-integrity-promise/>

### FOR MORE INFORMATION, CONTACT:

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## **More Career Resources**

# **Create a Powerful Resume for More Offers, More Options, More Money**

**Learn the Same Techniques Staffing Agencies use  
to place their Candidates in Great Jobs.**

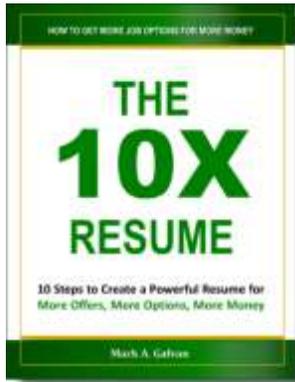


Training Components of the **2mySuccess™** Resume Assessment Toolkit

## **This is Your First Step Toward More Offers, More Options, More Money**

**For More Information:**

<http://principles4success.com/create-a-powerful-resume/>



## **THE 10X RESUME**

**covers everything from Resume Strategies to Killer Differentiators to How to Strategically Prepare for your Interview (Sales Presentation) – All from the Perspective of the Hiring Team!!!**

### **CONTEXT**

Introduction  
Background (Why Me?)  
What this Book is Not  
What Else This Book is Not  
What This Book is Intended to Be  
Who This Book is Written For

### **THE PROBLEM**

Why Your Resume is NOT Getting Results  
Five Points of View  
The First 10 Seconds  
Brand Confusion?  
The Difference Between 10 and 8 is not 2  
Recruiting is Supposed to Broker a Win-Win

### **THE SOLUTION**

What Are You Supposed to Do?  
You Are Selling: YOU  
Your Online Brand  
Reciprocity & Transparency  
Tools for Candidates  
Form or Substance? Both!  
Look for a Win-Win-Win-Win

Treat Your Interview Like Dating  
Avoid the Wrong Seat on the Wrong Bus  
Get in the Right Seat on the Right Bus  
Head the Right Direction  
Stand Out from the Pack  
Be a Sales Person  
How to Be a “10”  
Have an Exit Strategy

### **THE STORY**

When Nothing is Going Right  
Lessons from Adversity  
Encouragement in the Career Journey

### **YOUR NEXT STEP**

Own Your Own Journey  
Your Company's Job to Make You Happy?  
The Meaning of "A Message to Garcia"  
POV Me vs. Them  
Candidate Personalities to Avoid  
Interview with Confidence  
90% of Career Opportunities Are Accessible Through Networking!  
And More!

## The **2mySuccess**<sup>™</sup> System is a Powerful Strategy That Aligns HOW YOU PRESENT YOURSELF With the OPPORTUNITIES YOU WANT

Our Systematic Process is the same strategy used by Top Earners  
to get the Best Opportunities. And we can walk you through the same steps  
from Discovery to Execution.



**Discover more about our Career Coaching and  
Resume Writing Services here:**

<http://principles4success.com/2mysuccess/>

## Helpful Hacks and Tools



### **International World Clock Meeting Planner**

Need to make a call to someone far away or arrange a web or video conference across different time zones? Find the best time across time zones with this Meeting Planner.



### **Mail Merge Program for Gmail Accounts**

Use as a Chrome plug-in for Gmail to automatically easily mail-merge 100's of totally personalized emails for personal (not BCC'd) communication.

[More Info](#)

### **Salary Calculator and Analysis Tools**

[Salary.com](#)

[Glassdoor Salaries](#)

[Monster Pay Range & Wage Estimator](#)

[Payscale.com](#)

## If You 're a Leader and Influence Hiring Decisions... This will Interest you, a LOT.

Click to Download a FREE copy of

### ► Strategies to Enhance Recruiting Capability

The most effective Talent Acquisition methods are a synthesis of many best practices such as, Position Profile Enhancement, Improved Employer Branding, Candidate Evaluation Criteria, Recruiting Process Outcomes and Operational Excellence. This overview shows you how we leverage each to attract passive Candidates and high performers.



### ► Enhanced "Opportunity Marketing" Case Study

These is an example of how we also go to bat for the employer – in this case to create compelling recruiting messaging before initiating Candidate communication. It's supercharges the effectiveness of the sourcing/recruiting function; but, more importantly, works to attract passive Candidates with higher level capabilities and stronger cultural connectedness who would not have applied for a position based on a traditional job posting.



### ► ProForce Full Capabilities Statement

This is our summary capabilities overview and highlights our ability to connect multiple recruiting strategies simultaneously to create recruiting capabilities which out-perform traditional staffing agencies. Online at: <http://proforceco.com/wp-content/uploads/2018/05/ProForce-Talent-Capabilities-Overview.pdf>



### ► ProForce Faith & Integrity Promise: Our Values and Beliefs at Work

By posting online our commitment to ethics and integrity and the source of our beliefs for how we treat people and relationships, we hold ourselves accountable and give others permission to hold us accountable for our principles and practices. Online at: <http://proforceco.com/proforce-integrity-promise/>

# Resume Assessment Toolkit

*Your First Step Toward  
More Offers, More Options, More Money*

A Training Component of the **2mySuccess™** Resume Assessment Toolkit

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