

**WELCOME!**

Welcome to this issue of Career Communiqué!

We want this to be your newsletter, so please feel free to forward any suggestions on what you would like to see covered in this newsletter.

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success@aresumewriter.net  
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**Our office is closing on the 19 December 2003, and will re-open 19 January 2004.**

## CAREER *communiqué!*

### Optimising your résumé for an internal promotion!

While many people believe that the only time a resume is required is in support of an application for a position with a new employer, another instance where a resume could be utilised, is to enhance a candidate's application for an internal position. Regrettably, in the latter, a resume is either disregarded or if submitted, fails to include pertinent information that will strategically position the applicant's submission as a worthy candidate.

With an internal application it is easy to presume that management are either aware of your job responsibilities, or can locate this information from a job description or other resources obtainable through the Human Resources department. For those who believe this to be the case, beware, as you could be

disadvantaging yourself from the outset. The fact that you are currently working with the employer does not mean that your current manager (or potential manager) is familiar with the

are aiming for is senior to your current role, and you will need to qualify why you should be extended the opportunity for a promotion. This can include evidence of leadership and management accountabilities, or responsibilities specific to the new role.

Read through the following statements to assist

you in collating relevant information to include in your resume for an internal promotion:

~ When targeting a higher level role than your current position, identify instances where you have demonstrated leadership/management competencies. This includes training, supervising or supporting new staff members;

**The best way to predict the future is to create it.**

*Peter Drucker*

solutions and achievements you have secured within the work place, so it is up to you to portray this - and what better way than within a contribution-oriented resume.

When developing your resume for an internal position, imagine you are targeting a role with another employer and don't assume that the executive team know what you have been doing in the organisation, or the value you have contributed. This is even more important if the position you



**Fail to prepare - Prepare to fail.**

### SUGGESTIONS?

Do you have a suggestion for a topic that you would like covered in our upcoming newsletters. Please forward your suggestion to: [communiqué@aresumewriter.net](mailto:communiqué@aresumewriter.net)

**CON'T FROM P 1**

- the successful completion of in-house leadership/management professional development programs; heading a special assignment; or spearheading an initiative that remedied an organisational problem through tactical investigation, development and implementation.
- List the challenges that were present, and the initiatives you executed to overcome these. If available, don't forget to include accurate figures and facts to quantify your statement.
- Include professional development or in-house seminars to confirm your willingness and ability to assimilate and apply new techniques and processes in your role.

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## CAREER *communiqué!*

### Optimising your résumé for an internal promotion!—con't

- Identify the additional responsibilities you undertook that can differentiate you from other staff members that have similar roles? By listing these accountabilities will portray your multi-faceted experience and an ability to take on extra responsibilities.
- Are you a recipient for any awards for outstanding excellence? If so, what did you achieve these for? Have you received a letter of praise from a client, or another colleague that will confirm your high-standing reputation within the organisation?
- Have you initiated/ collaborated in any special assignments? Have you been requested to contribute your expertise to assist the company in moving forward or in overcoming various internal issues? What initiatives did you take, and what was the outcome?
- Were you able to overcome problems within the workplace through identifying and contributing suggestions?
- Did you volunteer your time on any special assignments that provided you with an opportunity to work on a cutting-edge project, or even spearhead a strategic planning project?

**To ensure success...  
make your vocation, a  
vacation!**  
*Mark Twain*

Can you identify yourself as a problem solver and trouble shooter who can transform an unconstructive circumstance into a constructive one through imaginative thinking and action?

- Are you able to demonstrate instances where you slashed organisational cost; captured revenue growth; optimized productivity and overall operational efficiency? If so, provide details and measurable outcomes.

Begin to keep track of your accomplishments, special assignments or involvements within the organisation by writing them down. The potential to forget pertinent information is easy, and can regrettably disadvantage your application. By including your contributions and achievements within your resume can certainly optimise your internal job campaign.

Continued  
success!



### QUESTIONS?

Do you have a question that you would like to ask our Résumé Writers or Interview Coach? Please forward them to [discover@aresumewriter.net](mailto:discover@aresumewriter.net). Your question may be selected for inclusion in our next Career Communiqué! Issue.

## 10 Tips for Making More Time in Your Day!

1. Prior to making a phone call, jot down the items you need to discuss and stick to the point!
2. Ascertain which part of the day you do your best work—then try to schedule projects that require your full attention during these times to avoid procrastination.
3. If you have important deadlines to meet, avoid unnecessary interruptions by holding all calls. If you don't have a personal assistant, get an answering machine to take messages. Then, you can return the calls when more convenient.

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## CAREER *communiqué!* con't

**Guest-Writer Spotlight**—Clare Maxfield from Corporate Confidence

### Working Wardrobes:

Do you have nothing to wear?  
Do you find getting dressed in the morning a chore?  
Do you find looking your best a hit and miss affair?

If you answered yes to any or all of the above questions then read on this article is for you.

I would have to say the main complaint that I hear from women is that they have nothing to wear. Whilst they may have a wardrobe full of clothes nothing coordinates, nothing fits and nothing looks any good on. Creating a workable wardrobe takes the same care and consideration that a good meal requires. You need a recipe, the right ingredients and the knowledge on how to put it all together. Consider this your recipe to successful dressing. A working wardrobe is a must for everyone and owning

one does not require bucket loads of money.

I am going to show how you can simply and easily turn 13 garments into 120 outfits. That means if you work for 5 days a week you will not wear the same combination of

colour like red, white, cream or one of the other base colours if your first choice was black. Living in Melbourne many people will start with black and aside from the fact it is an easy colour to start with it is readily available in the shops. Remember there are many shade of black so buy your pants and jackets tother so the shade is the same but I am running ahead of myself here.

**Major goals achieved are really a string of smaller goals, (one step at a time).**

clothing for 24 weeks or almost half of your working year. I think I may have your attention by now.

To begin with you need to choose two colours to base your wardrobe on. One colour should ideally be black, navy, grey, charcoal, olive, burgundy or dark brown. These colours are great base colours to work your wardrobe around and will work in any environment. The only time you may waver from these colours is if you are in childcare when bright colours are a must. Add to these colours a complimentary

With you first base colour, select a jacket, two pairs of pants and a skirt for yourself. If you are more into skirts you might like to make that one pair of pants and two skirts. You will know what is suitable for your workplace. Ideally do this in the one store, as I stated before, there are many shade of black, if that is the colour you are working with and you want to know that all

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## SUBSCRIBERS CORNER

Do you have a horror interview story that you would like to share with our subscribers? Or perhaps you would like to share with others, some tips and strategies that has worked in your career? Please send them through to: [communiqué@aresumewriter.net](mailto:communiqué@aresumewriter.net)

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your pieces work together and the fabrics are complimentary. In your secondary colour select another jacket, skirt and pants. You will now have two jackets and five pieces for your bottom half.

To complete the wardrobe find three short sleeved tops, or camisoles that suit both jackets. They may be in the base colours or they may be in colour combinations that are complimentary to what you have started with. White will go with everything as will cream. These tops must look good when worn on their own as well as be suitable to be worn under a shirt for a more casual appearance or for extra warmth in the cooler weather.

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## CAREER *communiqué!* con't

**Guest-Writer Spotlight**—Clare Maxfield from *Corporate Confidence*—*Working Wardrobes* con't

Your next purchases will need to be long sleeved shirts or tops that look great on their own with the base pieces you already have in your wardrobe, and will look smart with the short sleeved shirts or camisoles under them.

Believe it or not but those few pieces are all that you require within your wardrobe to look smart, everyday, for the next 120 working days of your life. We all know that there is more to dressing than skirts, jackets, tops and pants so now I will suggest the minimum you will require in accessories to get you through.

Start with a smart handbag that will coordinate with the jackets. A leather handbag is ideal as it looks smart, wears well and can be polished if it becomes scuffed or scratched. Don't spoil your look with a cheap canvas throw-over. Add to that two pairs of court shoes if you

are required to wear a heel, which is a must for any corporate women. I say two pairs as you should not wear the same shoes every day. You might also like to pick up a nice pair of low heels to wear with your pants. To keep every-

other colour and start building again. Before you know it you will have a complete working wardrobe and more clothes than you know what to do with. As with every good recipe, the secret is in the ingredients.

### Existing client

Wanting to take advantage of a Behavioural Profiling Report?  
**30% off regular price**  
Contact:  
success@aresumewriter.net

### About the Writer:

Melbourne born and based, Clare Maxfield is an inspiring and entertaining image consultant and speaker who has dedicated her life

to the all importance of image and achieving personal goals. Visit Clare's website at:

www.corporateconfidence.com.au

### Editors Note:

*Keep an eye out for our next issue as we will be including an article written by Clare, specifically for men.*

thing simple, if your base colour is olive or burgundy then black is an easy colour to accessorise with. By choosing some great earrings and necklaces, brooches (and not the granny kind) or scarves you will add extra interest to your wardrobe at a minimum of expense to yourself.

This can often sound too simple to be true but believe me it is. Once you have completed this procedure and you are ready to add to your wardrobe just start with another jacket, in an-

## PASS US ON!

We hope you are able to use some of the information in our newsletter to enhance your career! Do you know anyone who may benefit from our newsletter. If so, please feel free to send them a copy, or send us through an email with their details to: [communiqué@aresumewriter.net](mailto:communiqué@aresumewriter.net)  
We will gladly add them to our subscribers list.

## Congratulations!!

We were so pleased with our recent accolade from the Customer Service Awards, and wanted to thank all of our clients who so kindly participated in this event.



**Advanced Employment Concepts scores an outstanding 97.35% for Customer Satisfaction**

Here are some of the comments:

*"100% satisfied with their service. They have a totally professional manner. Prompt and reliable. They give effective communication of the employment and job descriptions."*

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*"They are excellent. Extremely professional and well presented documentation. A prompt and reliable service. They don't let you down."*

*"Very courteous and friendly service. They take the time to understand your needs - they research well. A very professional and personalised service."*

For those who are not familiar with these awards, now into a seventh year, the Australian Awards are an independent, unbiased award system based on assessment ratings from a businesses' own customer - an indication of a well run business where satisfied customers are a sign that a business is healthy and worthy of praise.

The award system focuses on seven criteria, each scored separately, namely:

✓Time Related Service

- ✓Addressing Client Needs
- ✓Care and Attention
- ✓Value
- ✓Attitude
- ✓Communication
- ✓Overall Perception

Thanks again to all those who participated and supported us in this award!

### Want a free résumé critique?

Send your résumé to:  
critique@aresumewriter.net

### SUBSCRIBER'S CORNER:

During an interview coaching session I had recently with a Senior Executive, he brought up an interesting scenario that I thought I'd share with you.

A position was advertised on an internet job board to which he responded by forwarding his resume via email. The advertisement also provided a contact name and telephone number for inter-

ested applicants to find out further information about the role, so wanting to be fully prepared for a potential interview, he decided to request a copy. Without hesitation he dialled the stipulated telephone number, and after being put through to the contact person, politely stated his name, his interest in the position, and a request to obtain a copy of the job description.

"Oh, yes," responded the voice at the other end of the line - "Thank you for your call—I've actually got a few minutes free, so why don't you tell me a little about yourself and your work experience."

Not expecting to be posed with this question or further screening questions that were asked, my client stumbled his way through a very awkward few minutes.

His fatal mistake was not being prepared, as

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## GREAT GIFT IDEA!

Want to give someone you love a great Christmas present, but have run out of inspirational ideas? How about a Career Marketing Package Gift Certificate? If you'd like to know more about this innovative concept, contact our staff at: success@aresumewriter.net

## CAREER *communiqué!* con't

what he thought would be a simple request for information had turned into an initial screening interview

Those few minutes were extremely awkward and embarrassing to say the least, and at the completion of the pre-screening interview, the recruiter informed him that they were looking for someone with a few more years of experience than he was able to offer.

Remember to be prepared at all times when contacting a potential employer/recruiter, even when you are just requesting further information about the company.

*Watch this space in the next issue (Feb 2004) for the strategy we developed in order to turn this negative situation around.*

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### Q & A:

**My daughter wants to find a part time customer service and needs a resume. Help! She has work PT for McDonalds.**

Developing a resume for young people with limited experience can certainly be a daunting task; however, there are other areas besides employment that can demonstrate marketable qualities and skills that a potential employer might be looking for.

Consider academic achievements or awards which can demonstrate her dedication toward subjects studied and follow through of tasks/ assignments set. Was she a member of a special school committee – if so, was this committee instrumental for planning school fetes or special events, or suggesting/ implementing various initiatives for continued excellence within the school? Was she a member of any sport-

ing teams – if so, did they represent the school in any local competitions?

Has your niece volunteered her time on behalf of community or-

Many of us will never do great things, but we can do small things in a great way.

organisations? If so, what was this for?

Voluntary or part time work can also portray transferable skills and competencies. In your niece's situation, her experience with McDonalds is an excellent source of information, particularly with her target being customer service. Portray her commitment to the duties assigned and her ability to perform these unsupervised; her interactions with customers – particularly customer service excellence; her interpersonal and communication skills – as-

sisting, serving and dealing with complaints; and expertise in completing her daily duties efficiently and to the customer's expectations is imperative. Has she been assigned any extra duties that can distinguish her from other employees due to high standards in her work performance? Has she received any awards or recognition from her

superiors? If she has been working there for some time, has she been required to train other staff members, or explain/demonstrate workplace procedures and processes?

When compiling and scripting the above information, ensure that the final document portrays information that is focused specifically for the position she is targeting, so that at a glance, the reader can distinguish relevant transferable competencies, and the overall value she is offering to their organisation.

All the best!

## NEW YEAR'S RESOLUTION?

Do you know anyone who is not happy in their current role or is struggling with doubt over whether they are even in the right position? Or perhaps they have been meaning to make a move, but fearful and unsure of those first steps? Contact AEC and ask about our career counselling/awareness programme to assist them in discovering their authentic self.

Con't from Page 2

## 10 Tips for Making More Time in Your Day!

4. Ensure all your schedules, priority and 'to do' lists are kept in one place.

5. Keep your telephone calls to a minimum. Try to limit the conversation on your topic only, and end the call (politely of course) once this has been addressed.

6. Streamline your filing system and ensure it is always maintained so that documents/files can be retrieved efficiently.

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7. Re-organise your desk and ensure the materials/resources you use most during the day, are close by and in arms length, to avoid unnecessary delays in retrieving.

8. Unclutter your desk so that you only have the materials you require for the current project you are working on. Everything else should be put away.

9. Schedule a specific time (or several times) during the day to read, answer and file away your emails—and STICK TO IT! Don't get caught up reading each and every piece of mail that is received in your in-

box. If that little envelop is just too inviting, turn it off, so that you won't be tempted to click on it every time it 'pops' up.

**Have a Merry Christmas and a Happy New Year!**

(Yes, I am guilty of this myself.)

10. Most important of all, ensure you schedule mini-breaks during your day to reenergise yourself—particularly if you are working at a computer.

All the best!

### SEASONS GREETINGS!

The team at Advanced Employment Concepts want to thank all of our clients and subscribers for their patronage over the past year.

Have a blessed time with friends and family, and for those people who are taking a break—make it a safe and enjoyable one.

2004 is already set to be a great year, with lots of resources and materials being added to our website to assist you in your job search and career. So keep your eyes posted.

**Happy Christmas!**



### NEWS FLASH!

Keep an eye on our website in the New Year as we will be adding resources, including career links, a forum where you will have an opportunity to network with others regarding a number of different topics. It's going to be an exciting 2004!

Our office will be closing on 19 December 2003 and reopening 19 January 2004. Our next newsletter will be coming out in February 2004.