

From low to high impact – a lesson in value



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Kinnie has over eight years teaching experience and a diverse background in fitness. He has been a guest speaker at various community health organizations and is a regular Network presenter. Previously an education coordinator for the Australian Institute of Fitness (NSW), he now resides in Hong Kong and is currently the education program director for a local institution.

As most instructors who update their skills and knowledge through continuing education know, it is equally important to update their CV. However, it is not enough to just list recent work performed, or courses attended. You may be a fantastic instructor and your classes popular among members, but is this succinctly reflected in your CV? Your talents, skills, qualifications and experiences all make up the value that you bring to the club, so it is critical that your CV reflects all of this effectively. This article explores the underlying importance of updating your CV as a strategy to ensure existing employers can identify the value that you are adding to their facility.

While there are no specific rules for creating a CV based on values, following are some suggested guidelines you can follow. The key aim when updating your CV is to focus on promoting and communicating the value you will add to the facility.

1. Ensure your CV contains no spelling or grammatical errors.
2. Choose words that convey powerful meaning and are also understood by people in the industry.
3. Remember your CV is a marketing tool, so avoid presenting prospective employers with an autobiography.
4. Do not use long paragraphs; stay succinct and to the point.
5. Ensure the format of your CV is reader-friendly. Key points should be easily located.
6. Do not neglect your achievements - do not be afraid to blow your own horn! Remember, you are marketing yourself, so what you do not include, they will never know.
7. Take heed of the old saying, 'know your audience' before writing your CV. Who is going to read or maintain records of your CV? Is it the fitness manager, or the group fitness coordinator, or human resource department (for large chain fitness clubs)? Target your CV to suit your reader/s.
8. Avoid writing 'fluff' (i.e. general information that almost everyone uses). Examples might include 'a people person', 'good communication skills' or others like 'able to work with people at all levels'. If your CV contains a lot of fluff then it really does not distinguish you from other employees.
9. Think about ways to exceed expectations of the reader. For example, if you achieved the highest class numbers for a particular month and consequently received an award from management, then include that fact in your CV.
10. Identify and clearly state your qualifications, skills and talents. These have a high impact value, as we shall see from examples below using value-based messages.



Let us take a look at two versions of a sample CV that demonstrates the use of value message and how it can shift the feel of a CV from a low profile to a high impact one.

Before:**WORK EXPERIENCE:****Office Assistant for XYZ Co Ltd (1998-2004)**

- Prepared administrative support for up to ten senior managers
- Maintained records and produced correspondences for client relations

After:**WORK EXPERIENCE:****Office Assistant for XYZ Co Ltd (1998-2004)**

Provided high-level administrative support for up to ten senior managers. Prepared business reports and maintained various correspondences for client relations.

- Recipient of 'Employee of the Month' for outstanding and consistent work performances.
- Promoted to senior officer as a result of performance appraisal.

As you can see from the sample above, the 'after' version is far more effective in marketing the employee and emphasising the value they've added.

It is more effective because it delivers a very clear and effective message that helps any hiring managers/employers answer the all important question 'why should I employ you to work for my company?'

Regardless of the industry you work in and whether you are an employee or self-employed, a CV that communicates your value is a highly effective marketing tool. And the bottom line is, to attract outstanding opportunities, you must present yourself as an outstanding candidate.

Ensuring you are presenting a value-based CV is the best place to begin! So do yourself a favour, dig up your current CV and give it a facelift! Only then are you really taking control of your career. ♦



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