



THREE-TIERED RESUME APPROACH

HOW TO REALLY BE SEEN IN THE JOB MARKET

Barr McIntosh Advisory was established under the Barr McIntosh umbrella to guide professionals through the drastic changes that are ongoing in the recruitment world. These days Recruitment, HR and Talent Acquisition Executives are looking for solid and succinct content. They are looking for a short and sharp narrative that sells a candidate. A one-page Professional Profile, a well thought out LinkedIn Profile and a video introduction. The traditional resume no longer gets you to the top of the pile.

Barr McIntosh Advisory has a depth of knowledge into the minds of Recruitment, HR and Talent Acquisition Executives which led us to design the Three-Tiered Resume approach.

The Three-Tiered Resume approach:

- A one-page Professional Profile
- A targeted LinkedIn Profile
- A personal Video Resume Interview

PROFESSIONAL PROFILE

You need a Search Quality CV.

Employers are looking for concise CVs. Recruitment Agencies are looking for succinct CVs. The trend is the One-Page CV, or Professional Profile.

Hiring Companies and Recruitment Agencies spend only a few seconds reviewing the magnitude of traditional resumes and CVs they receive. It is important to understand when job hunting that these companies have processes to collect and reject CVs at first glance. The processes, which include software screening, can be based on experience, qualifications or cultural fit. But most likely, at first glance, it will be based on ease of extraction of information.

Your MUST have impact first; it must stand out. To both human and machine.

The more compact your Professional Profile is, the more impactful it is and the easier it is to read and digest. This does not mean tiny text to fit it every job you've ever had. It means stating your Value Proposition, Experience and Problem Solving achievements through succinct storytelling.

Barr McIntosh Advisory has over 40 years' experience in reading the minds of Hiring Companies and Recruitment Agencies alike. We know the trends; we've witnessed that changes.

Barr McIntosh Advisory will talk to you and understand your goals and values. We will then audit your resume / CV and work with you to create killer a Professional Profile. ONE PAGE, your RELEVANT information, front and centre.

Your Search Quality Professional Profile must outline your Value Proposition first, and your experience second. Your Value Proposition must flow through every line, including the Experience sections.

Check out [Barr McIntosh Advisory Career Advice](#) to find out how we create your One-Page Professional Profile.

You need a **ONE PAGE** Professional Profile with your **RELEVANT** information on show, front and centre. You first.

LINKEDIN PROFILE

When was the last time you REALLY looked at your LinkedIn Profile? Ever reread those experience sections from over 5 years ago?

Did you know that Hiring Companies and Recruiting Agencies DO read LinkedIn Profiles? They conduct searches via LinkedIn; both to headhunt and to review candidates.

Your LinkedIn Profile forms an important part of your Go-to-Market strategy and is a very useful networking tool. Other than your CV it may be the first point of contact people have with you.

It is therefore imperative that your LinkedIn Profile is as honed as any resume / CV that you would submit. It is your face in the job market ether.

Barr McIntosh Advisory will work with you to prepare a knockout Search Quality LinkedIn Profile that will get you noticed by industry leaders.

We will ensure your Professional Profile and your LinkedIn Profile are synchronised so as to present a unique, unified and attractive message to the market.

Check out [Barr McIntosh Advisory Career Advice](#) to find out how we create your LinkedIn Profile.

You **NEED** an aligned LinkedIn Profile to keep you **RELEVANT** in the market.

VIDEO INTERVIEW RESUME

In today's highly competitive job market, a Video Resume to accompany your Professional Profile and LinkedIn Profile is the best way to stand out from the crowd.

We recently received the following comment from a Senior Consultant and Mentor: "I'd say written resumes are practically obsolete, especially for more senior roles. Videos can reflect a person's confidence, potentially their character, and it's a space where they can add more of their personality, which may or may not reflect who they are as a person - their values, humour, perhaps some playfulness, a sense of curiosity, how much they're into themselves or others. Can read so much more through body language, facial expressions. I personally am for it."

Another Senior Consultant and Coach noted that "[written] resumes are proven to be the least effective tool."

An article posted by online recruitment website, Undercover Recruiter, noted the following:

"It's high time to confess that the hiring process is far from what it looked like ten or even five years ago. To keep your eye on the ball and get that dream job, you should be ready for a video interview. Six out of ten hiring managers used video technologies for interviewing three years ago, and their number seemed to grow. Your resume and portfolio of work are tickets to an interview, but the interview itself is your ticket to getting the desired position. Both employers and candidates have several reasons to prefer video interviews today: it's time-saving and cost saving."

US recruiting giant Indeed posted an article on their website with the opening line:

"Video job interviews are an increasingly common part of the hiring process."

UK recruiting giant Michael Page posted an article on their website with the opening line:

"Are you applying for jobs abroad? If you are, there is a good chance you'll need to do at least one of your job interviews over video."

An article published on The Balanced Career website noted that:

“As hiring becomes global and more employees work remotely, video interviews have become commonplace. For hiring managers and recruiters, they’re a way to quickly conduct first-round interviews, save on transportation costs, and get the interview process started much faster than scheduling in-person interviews.”

Barr McIntosh Advisory understands the new recruiting environment and has you covered.

Our Video Interview package is not just filming you speak about your career. We market you. With your goals and values at the forefront.

We work with you to create your Career Roadmap, a detailed step by step plan of action to take you to market. We provide professional interviewing tips and techniques. We support you and provide ongoing guidance and support throughout your search and application process.

What are you waiting for? **YOU** need to be ahead of the game. Get your Video Interview booked in now!

Check out [Barr McIntosh Advisory Career Advice](#) to find out how we create your leading edge Video Interview.

YOUR CAREER IS YOUR IDENTITY, YOUR LIFE AND LIVELIHOOD. YOUR EXPERIENCE MATTERS.

LET’S TURN YOUR OLD RESUME INTO A MARKETING TOOL FOR YOU AND GET YOU HIRED.

TAKE ADVANTAGE AND GET AHEAD IN YOUR NEXT CHALLENGE.