

UNIT 6 SEARCHING FOR JOBS AND WRITING RÉSUMÉS

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PRISM Group helps architects, engineers, and contractors to win more work for their firms. For more information, go to <http://www.winmorework.com>.

Delivery. *How does the quality of Kara's speech delivery affect her job?*

Stories from the Real World

- ▶ **Name: Kara Fraser, CPSM (Certified Professional Services Marketer) and Owner**
- ▶ **Profession: Marketing Consultant**
- ▶ **Years of Experience: Fourteen**

How important are communication skills on the job?

Consultants typically market themselves through speaking engagements, writing articles, and referrals. Poor communication skills interfere with our message and undermine our credibility as experts. Being able to understand a consultant's advice is critical. Without the ability to communicate clearly and effectively, I would not have been able to create my company.

How can a résumé affect a potential employee's chance of being hired?

When reviewing résumés, I am tuned into WIIFM radio (What's In It for Me?). Often, résumés focus too much on what the candidate wants and not on what they can do for prospective employers. I also look carefully at accuracy because I think it demonstrates the candidate's attention to detail.

How can communication affect a job interview?

Rapport is developed throughout the interview through the questions and answers, which should be responded to honestly, clearly, and concisely. The candidate should also research the potential employer and ask intelligent questions about the firm and position.

Thinking Critically

How do good communication skills affect what Kara does in her profession?

Why do employers look for excellent communication skills in potential candidates?