

# Summarising Your Key Strengths (Personal Branding)

Key Strengths can make the difference between a good CV and a great one. Key Strengths can be woven into your profile statement. If however, you prefer to develop a profile based solely on hard experience, or not to write a profile at all, listing them separately can be a useful way of highlighting those areas where you are most effective.

In this case, your Key Strengths should either follow on from your profile statement, or if not writing a profile, after your contact details.

Key Strengths, unlike achievements, are best written using the present tense. Typically, Key Strengths will have 'ing' endings to signify that they are current and continuing. Whilst there are no hard rules about how many of these to include in a CV, 3 to 6 is typical.

Here are some examples::

- Selling the vision, setting the strategy and delivery results
- Managing strategic change in a complex and highly competitive environment
- Thinking strategically whilst maintaining a strong focus on detail
- Synthesising ideas, insight and information into working strategies and plans
- Delivering long term business strategies whilst ensuring profitable short term results
- Strong decision making, problem solving, communication and planning skills
- Leading organisational change programs in challenging, traditional, unionized, manufacturing environment
- Leading change in challenging environments through constructive partnerships
- Delivering best practice manufacturing through continuous improvement, lean thinking and best in class attitudes, behaviours, tools and techniques
- Delivering profitable results through effective leadership and decision making
- Building and developing high performance teams
- Coaching, mentoring an empowering people management style
- Developing, coaching and supporting teams and individuals to achieve goals and objectives
- Motivating people, leading performance improvement and building/coaching teams

- A highly successful record of building key customer / supplier partnerships
- Strong communication, financial, planning and problem solving skills
- Leading and managing operations and teams in demanding and changing environments
- Motivating teams to high levels of achievement in both growth and adversity
- Innovative product developer and strong initiator and builder of productive customer relationships
- Persuasive communicator, framing issues according to audience needs and values
- Familiarity and comfort within different business cultures and industries
- In-depth understanding of consumers, markets and external environments
- European and International experience, including working abroad in multi-cultural teams
- Empowering and enabling management style
- Outstanding negotiation and influencing skills