

9. CV - VIP CV.mov

Speaker1: [00:00:08] The next type of CV I **wanna** look at is what we call the VIP CV. This is where the candidate takes a reference from a previous employer, a board member, or maybe a VIP client and puts it on their CV as a reference. They're using VIP endorsements to improve the competitiveness of their candidacy. So this also tells us a lot about the candidate. The other thing that we can see here with this CV is that the candidate has put a profile statement at the top. It's a common practice to have a profile or objection statement. This can often betray the candidate if the profile statement is, **you know**, half a page or too long. It starts to tell us that the candidate is unfocused. Here, the candidate has a very nice and short profile statement that tells us the candidate is focused and they clearly identify themselves as a construction executive. So the person has a sense of identity. They've their focus in their career path. We can see that their results oriented, they have the results listed. And we can also pick up the fact that this individual likes to be prestigious. They like to be in the elite class. They consider themselves a VIP themselves because they're identifying with other VIPs in the CV. So this candidate would be great. If you **wanna** open in a new market, you **wanna** open your your company in five, six, seven different countries. You **wanna** launch a new product. For example, you **wanna** make a big splash. You **wanna** make some noise. This is a candidate who loves to be center stage. They love the attention. They love to be the tip of the spear. This candidate also has a big desire for impact. They **wanna** make a difference, and they want that difference to be felt. So just by looking at the way people have structured their **CVs**, there's a lot that we can pick up about their personality. So take time to look at the form and ask yourself, What does this mean?