



A Guide to Unlocking your Potential
and Securing that Job!



ITBA

WORKING FOR IRISH BREEDERS

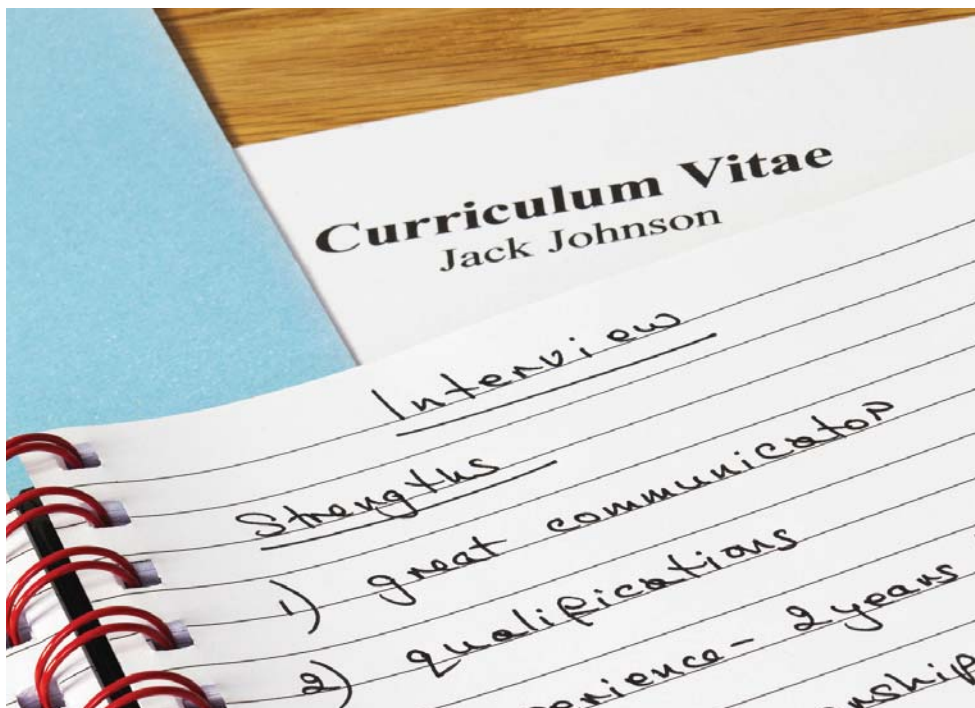
Foreword

We have a great industry and the horsemanship skills and acumen here in Ireland are second to none. To maintain this position and reputation we need to continue to encourage lifelong learning and upskilling.

The YITBA, under the chairmanship of Cathal Beale, is to be commended for organising this career guidance day for its members. We hope it is the first of a series of similar sessions. It is part of the YITBA ethos of “learning today and leading tomorrow” which makes it such an ideal association for the young and ambitious to gain a foothold in this industry. The contents of this booklet, written by the team at Measurability and generously co-funded by NDP, are practical and precise. For many the most difficult step on the career ladder is the first one. By following these guidelines for application letters, CV writing and interview techniques that first step will be made easier.

If you are not an active member of YITBA we strongly encourage you to become one. The networking opportunities the Association provides are a huge benefit. Check out the YITBA web site for details of its activities and events.

If you require any specific career guidance please contact ITBA HQ and the team there will assist in every way possible. All of us want you to unlock your potential.



CV Writing

1. CV Content

- **Focused Content**
Pay attention to the job requirements when writing your CV. This will provide guidance and help you write more focused CV content.
- **Tailor Your CV:**
Tailor your CV for each role you target. Amend content for each application. Tailoring your CV will improve your application to interview ratio.
- **WOW Factor**
Populate CV content with facts, figures and achievements. Key achievements will help your CV stand out from the competition.
- **Short Sentences**
Write short and crisp statements.
- **Use Bullet Points**
Bullet points will ensure your CV is easier to read.
- **Avoid First Person Pronoun**
Instead of: I generated €1.5m in sales revenue.
Write: Generated €1.5m sales revenue.
- **Use Plain English**
Keep things simple, using plain English. It's important to include buzzwords, as some CVs are sifted by software. Mirror the terminology used in the job description.
- **Use Power Verbs**
Power words help make your statements more impactful. Examples include: managed, supervised, led, organised, created, delivered and generated.
- **Be Consistent**
Maintain consistency throughout your CV. This includes format, language, font styles and layout.
- **Don't Lie**
You will get caught out.
- **Spelling & Grammar**
Proofread your CV. Don't just rely on spelling and grammar checkers.

2. CV Layout

- **Clean & Simple**

Keep your CV layout simple. You have 20 seconds to catch the eye. Create a good balance of white space and text. Use clear titles and content, rather than fancy fonts and graphics.
- **Important First Page**

The first page of your CV must grab the attention. Ensure all key information is located on the first page of your CV. Information on the second page may not get read.
- **Be Concise & Relevant**

Keep the length of your CV in check. Don't repeat information. A CV should be no longer than 2 pages.

3. CV Sections

- **Personal Details**

Information should be clear, accurate and concise. This information will be located at the top of your CV - name, address, phone number and email address.
- **Professional Summary**

Ideally 4 one line bullet points. Your summary should be amended for each application. It should capture how you add value and your suitability for the role.
- **Education & Training**

Education should be listed in reverse chronological order. It should be located on the first page of your CV. If you don't meet minimum educational requirements, then move this section to the second page of your CV.
- **Work History**

List work experience in reverse chronological order. Include dates, company name and job title. Use bullet points to list duties and achievements. There are exceptions to the reverse chronological rule. A 'Relevant Work Experience' section will allow you to bring early career experience onto the first page.
- **Additional Information**

This section captures other information that may add weight to your application - other training, skills and achievements.
- **Interests**

This is an opportunity to highlight relevant interests and activities.
- **References**

List referees at the end of your CV or insert 'References available on request'.

Interview Preparation

1. Pre-Interview

- **Identify Employer Needs**
Analyse the job description. Identify and determine the key requirements.
- **How Do You Meet The Needs**
Identify your relevant experience, qualifications and skills. Highlight examples or achievements to back this up.
- **Review Your CV**
Interview questions are often based on CV content. Be prepared to provide details and expand on key points. Put particular focus on responsibilities, dates and reasons for leaving jobs.
- **Research The Company**
Use the internet, company websites, newspapers, current employees or ex-employees. Research company products/services, their competition and their values. Try to access unique information to help you stand out.
- **Prepare Questions To Ask At Interview**
It is important to ask questions at interview. This will demonstrate your interest in the job.
- **Role Play**
Use interview role play during your preparation. A mock interview can help reduce nerves and help you become more comfortable talking about your achievements.
- **Dress For Success**
Look the part. Spend time organising any paperwork you want to bring to the interview (extra CV copies, letters of recommendation, references, performance evaluations and questions).
- **Arrive On Time**
Check out company address and parking facilities. Plan your journey.

2. During Interview

- **Be Polite**
Go out of your way to be polite to everyone you meet on the day of the interview.
- **Body Language**
Focus on the basics. First impressions count, so you need to make a strong first impression. Firm handshake, direct eye contact and friendly smile.
As the interview progresses ensure you demonstrate sincere interest and enthusiasm. Don't leave the employer in any doubt about your interest. Maintain good eye contact during the interview.
Maintain good posture. Keep arms, legs, and feet relaxed and uncrossed.
- **Focus**
Maintain focus throughout the interview. Consider the client requirements when answering each interview question.
- **Concise Answers**
Keep your answers brief and concise. A short relevant answer makes more impact than a long irrelevant one.
- **Concrete Examples**
This will help you stand out from the competition.
If you 'talk the talk', then 'walk the walk'. Don't wait to be asked for examples. Get into the habit of supporting statements with hard facts.
- **Listen & Adapt**
It's important to pay attention during interview.
Observing the interviewer can provide important clues.
Don't be afraid to clarify questions.
- **Positive Attitude**
It's important to maintain a positive attitude throughout the interview.
Beware of negativity, particularly when talking about previous employers.
- **Ask Questions**
You must ask questions at interview. Employers will provide an opportunity to ask questions. Not asking questions can be interpreted as lack of interest or confidence.
Use your judgment on the number of questions you ask.
NB: An interview is a two-way process. It is important to access key information to help you make informed decisions.

3. Post-Interview

- **Interview Follow-Up**

Interview follow-up is an important stage many job seekers ignore.

A little effort here can help you stand out in a tight race.

Sending an email is a quick and easy route.

A thank you letter can strengthen the good impression you made during interview.

Phone for feedback. If you leave a voice message say something interesting in your 30 second sound bite.

- **References**

Choose your referees carefully.

What they say about you can be more important than what you say about yourself. When an employer requests references you should inform them to expect a call and about the role you're being considered for.



Don't be afraid to show everything you've got at the interview!

Key Achievements

- XX
- XX
- XX
- XX

Sept '99 - Sept '04 Kenny Engineering
SALES EXECUTIVE

- XX
- XX
- XX
- XX
- XX

Key Achievements

- XX
- XX
- XX
- XX

OTHER RELEVANT INFORMATION

- Include any other relevant information
- IT skills: MS Word, SAP and Sage
- Other Training: Key Account Management, Time Management and Effective Sales.
- Languages: French (Fluent) and German (Basic).
- Full Clean Driving Licence

HOBBIES & INTERESTS

- Sport: Keen golfer, GAA and swimming
- Travel: Australia, Hong Kong, Thailand and Mexico.
- Charity: Raised €4k for Beaumont Hospital in 2010.

References available on request

Template provided by www.measurability.ie, a leading Irish CV writing service.
Contact us by email info@measurability.ie or phone 0871223308.



Irish Thoroughbred Breeders' Association
Greenhills, Kill, Co. Kildare
Tel: 045 877 543
email: info@itba.ie
www.itba.ie

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