PROVENADVICE FROM THE NEW YORK TIMES BESTSELLING AUTHOR & CEO OF KORN FERRY

ALMOST EVERYONE GETS IT WRONG. GARY BURNISON THIS IS HOW YOU CAN GET IT RIGHT.

"Your endorsement."

I'm confident in the power of this book—and the unique resources provided here—to help you find the best possible career for who you are. Your success is our most important endorsement. —GARY BURNISON

LOSE THE RESUME LAND THE JOB

BY GARY BURNISON

Book design by RossMadrid Group Illustrations by Brett Ryder

Copyright © 2018 by John Wiley & Sons, Inc. All rights reserved.

Published by John Wiley & Sons, Inc., Hoboken, New Jersey Published simultaneously in Canada

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600, or on the web at www.copyright.com. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at www.wiley.com/go/permissions.

Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor the author shall be liable for damages arising herefrom.

For general information about our other products and services, please contact our Customer Care Department within the United States at (800) 762-2974, outside the United States at (317) 572-3993 or fax (317) 572-4002.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at http://booksupport.wiley.com. For more information about Wiley products, visit www.wiley.com.

Library of Congress Cataloging-in-Publication Data

Names: Burnison, Gary, 1961- author.

Title: Lose the resume: land the job / by Gary Burnison.

Description: Hoboken, New Jersey: John Wiley & Sons, Inc., [2018] | Identifiers: LCCN 2017051510 (print) | LCCN 2017054519 (ebook) | ISBN 9781119475255 (pdf) | ISBN 9781119475231 (epub) | ISBN 9781119475200 (pbk.)

Subjects: LCSH: Job hunting. | Vocational guidance.

Classification: LCC HF5382.7 (ebook) | LCC HF5382.7 .B88 2018 (print) | DDC

650.14--dc23

LC record available at https://lccn.loc.gov/2017051510

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1

ALMOST EVERYONE GETS IT WRONG. THIS IS HOW YOU CAN GET IT RIGHT. GARY BURNISON



TABLE OF CONTENTS

	INTRODUCTION	11
1	YOUR WAKE-UP CALL	18
2	KNOW YOURSELF	36
3	BE A LEARN-IT-ALL	52
4	TARGETING YOUR NEXT OPPORTUNITY	80
5	NETWORKING IS A CONTACT SPORT	98
6	YOUR RESUME: THE STORY YOU TELL	112
7	MANAGING YOUR ONLINE PRESENCE	132
8	WORKING WITH A RECRUITER	148
9	YOUR INTERVIEW PREP: DON'T PSYCH YOURSELF OUT!	162
10	YOUR ACT IN ACTION	184
11	YOUR NEXT JOB	202
	APPENDIX	215
	KORN FERRY ADVANCE	244
	ACKNOWLEDGMENTS	247