

GET THE JOB

Avoiding Overused Terms

We all think of ourselves as driven, effective and creative, right?

Unfortunately, those three descriptors are typically the most used words on resumes and LinkedIn profiles.

That ends up robbing them of meaning. If everyone is organized, patient, strategic and responsible, then how can any candidate ultimately stand out? Best to avoid overused terms with your résumé, online presence and professional conversations.

There's nothing wrong with these adjectives, of course. In fact, they represent the main attributes that hiring managers are looking for when a position comes open. The key is to find a more creative approach when describing yourself.

FINDING THE RIGHT WORD

Resumes, online profiles, professional websites or interview talking points are meant to set candidates apart from what can be an over-stuffed talent pool. You want to stand out more than blend in. But traveling the same worn language path isn't going to convince a hiring manager that you are a unique thinker. Moreover, trotting out the same tired descriptions will



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often lead to probing questions that you may not be prepared to answer. Faced with yet

another applicant who calls themselves “innovative,” for instance, a recruiter might ask

for specifics. If you can't back up your words with specific work examples that produced

key related achievements, you'll look unprepared — or maybe even deceitful. That's not likely to get you the job.

TRY SOMETHING DIFFERENT

Who says you have to write down anything at all? After all, the search for powerful and trendy keywords is being joined by thousands of other applicants daily. Consider integrating video, audio or other multimedia presentations into your online profile, website and candidacy presentation. This provides a new and innovative way for recruiters and hiring managers to get to know you better.

HAVE OTHERS SAY IT

If you think of yourself as driven, effective and creative, then surely there are others who agree. Search out recommendations from respected colleagues, industry figures, coworkers and supervisors who'll convey your value to a prospective employer. Their honest assessments will provide a wider context for your application than your own words perhaps never could — and they're likely to be judged less when using familiar words to describe you. These endorsements can be directed to LinkedIn accounts, letters of recommendation or through telephone calls with your résumé reference contacts.