

How to structure your Talent Book profile:

Structuring your Headline:

- This is a short paragraph summarising your career to date; it should clearly show areas such as years of experience, key sectors/industries or functions worked in and what your roles have entailed.
- This is your chance to tailor to your audience (e.g. a future employer) what you want to be known for and your value proposition (i.e. what you have to offer an employer).

Headline examples:

- *Marketing professional and entrepreneur, with eight years' experience in sales and brand strategy, spearheading international campaigns and managing global teams of marketing professionals*
- *International manager, experienced in a variety of commercial and entrepreneurial roles, focused on strategy and organisational development*
- *Multilingual project manager, with seven years' experience across a multitude of industries, including FMCG, electronics and manufacturing*
- *Ten years' experience in Human Resources, managing cross-functional and global teams mostly within the engineering sector, with a focus on Learning and Development*
- *Certified corporate finance professional, with seven years' experience in the banking industry, most recently focused on digitisation projects.*

Structuring your Career Achievements:

For impact and consistency, we ask that you use the 1,2,3 framework for your achievement bullet points: 1. What, 2. How/Why, 3. Outcome, which is explained in the table. Following this framework develops achievement- orientated points which clearly demonstrate a skill/attribute, purpose and outcome

1	2	3
What were you doing? (Start with an action verb)	How or why were you doing it?	What was the outcome? Was there a quantifiable result?
Analysed company sales data	in order to produce monthly reports for management	which resulted in decision to increase headcount by 10%

Rules to follow for structuring your career achievements:

- Lead with an action verb, this sells key skills e.g. Analysed, Co-founded, Designed, Managed, led, Launched, Expanded, Negotiated, Reviewed, Trained etc.
- Don't break bullet points with full stops
- Write in clear, easy to understand language which is grammatically correct; without jargon, errors and spelling mistakes
- Quantify outcomes where possible, for example, 100% increase in sales, 20% decrease in production errors, saved 10 hours per week. If you are unable to quantify simply outline some kind of improvement that you have inspired
- Do not use American spelling of words such as organize, analyze, etc., unless it is your job title or company name
- Keep to the word count.

Career achievement examples:

- *Managed induction for over 150 professional employees through effective project management achieving an increase in employee engagement scores by 80%*
- *Founded a CSR initiative, leading over 100 professionals by designing and implementing a programme aimed at improving the welfare of women through basic computer literacy and vocational training*
- *Established strong partnerships with key decision makers at a global strategy house to improve business penetration by 75% in over 40 minutes*
- *Successfully launched two new products through excellent stakeholder management which achieved a significant market position approximately 80% of market value*
- *Redesigned product branding and adjusted pricing based on market research for several major product lines which resulted in a 65% average increase in sales.*

How to structure your Talent Book profile:

We have produced some examples of a heading and career achievement, and the structure you need to follow for your heading and career achievement bullet points:

Heading	Career achievements
<p>Senior marketing manager at a digital agency start-up, working with global SMEs and luxury brands.</p>	<ul style="list-style-type: none"> • Helped launch Australian brand, The Skin Factor, via marketing and social media, achieving a 92% year-on-year online sales increase • Managed a team of six tasked with developing innovative approaches to social media, resulting in a year-on-year engagement increase for one client of 82% • Created and implemented a data-driven social media strategy to reach the businesses growth plans, achieving a 28% ROI increase.
<p>Eight years' global experience as a finance and strategy professional, developing expertise including risk management, investments, and strategy and operations.</p>	<ul style="list-style-type: none"> • Implemented a go-to-market strategy for a UK FinTech start-up, resulting in successful expansion into the European market • Identified and led on a major deal for a US market expansion, doubling profit revenue and expanding geographically • Developed a robust creditrisk framework for an external public services business, resulting in a 100% response rate for approval requests.
<p>Pragmatic problem solver and client-focused software engineer, utilising over five years' experience in developing IT solutions.</p>	<ul style="list-style-type: none"> • Successfully solved an internal business problem by implementing a skills mapping application focused on effective resource management • Led an internal R&D team and implemented seven proofs of concept in DevOps, improving the client conversion rate by 59% • Advised clients and mentored internal teams in DevOps, demonstrating best practices and reducing delivery time by 31%.