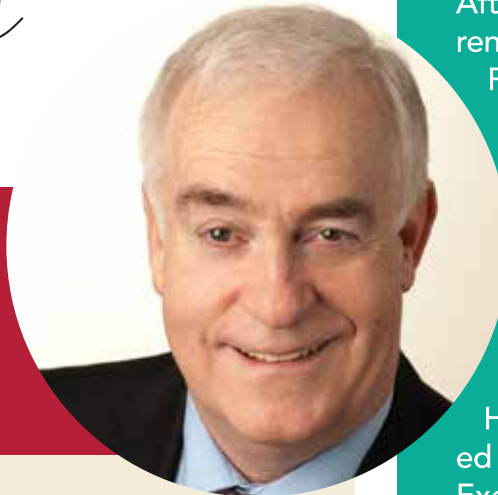


WINNING RESUME Workshop



After a distinguished career with the renowned London Metropolitan Police, Scotland Yard and RCMP, Martin retired in 1991 and launched Elite Resumes helping clients from over 74 countries climb the corporate ladder, expand their reach with executives and recruiters, and land the job they deserve.

His international reputation attracted the attention of the Association of Executive Search Consultants where he was handpicked to join their career services division, BlueSteps, as an Executive Resume Writer and Executive Career Coach for BlueSteps members across the world.

Martin has earned 20+ certifications including: Master Resume Writer, Certified Social Media Career Strategist, Personal Branding Strategist, Job & Career Transition Coach, Employment Interview Professional, and Job Search Trainer.

A resume workshop for corporations, associations and professional organizations – really? Why?

It is simple. Leadership starts at the top and companies that want to attract the best and brightest talent when in growth mode understand the value of keeping their existing workforce vibrant, and the value of their reputation as “a company that cared” when it is time to downsize.

This is an interactive 4-hour workshop steering participants through the art of professional resume writing, simplifying and addressing latest trends in resume screening, recruitment and selection. Included in each workshop is a comprehensive workbook *customized to your needs*.

Participants will dissect their existing resume, uncover weaknesses and commence writing a new keyword rich and accomplishment-driven resume to match the automated process and land on the desk of hiring managers.

Who should attend?

Associations wanting to provide their membership with the latest techniques on resume writing and digital recruitment strategies to position the members for career advancement.

Corporations undergoing significant restructuring, mergers and acquisitions or pending closure need to provide their staff with the tools to fortify their position within the company and / or on the job market to strengthen their employee’s competitive edge.

Organizations seeking to enhance the skill set of the leadership team through a thought provoking self-discovery of attributes and achievements.

In this seminar you will learn the simple but effective answers to the following questions:

- Is your resume a Ditcher or a Winner?
- What are the cardinal sins of resume writing?
- How outdated is the “Objective” statement? (HINT: older than Y2K!)
- Have you heard about Applicant Tracking Software (also known as ATS)?
- Will your resume pass or fail the scanning process as it is currently written? (HINT: You can be the perfect candidate but will miss out on the perfect opportunity if your resume FAILS the ATS scanning application.)
- Do you know how to entice the human eyes as well as ATS machinery to pertinent information?
- Can you define the keywords pertinent to your industry?
- Do you know how to optimize your resume using keywords?
- Can you list over 20 action verbs that could be used in writing your resume? Do you know how to write accomplishment stories using the acronym STAR (Situation, Task, Action, Result)?
- How do I customize the one resume to each job without completely rewriting the whole document?

Find Martin Buckland on Social Media:



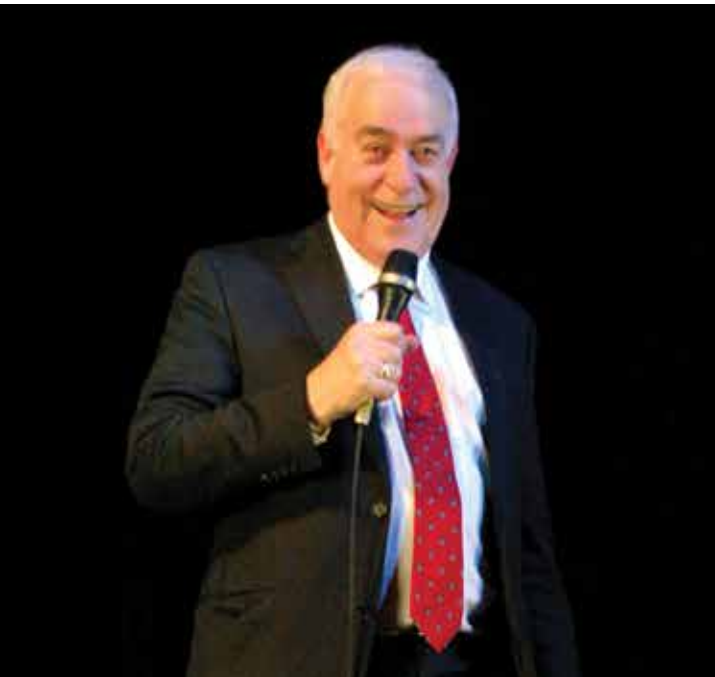
ca.linkedin.com/in/martinbuckland



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CLIENTS INCLUDE:

American Society for Quality (ASQ)
BlackBerry (formerly Research In Motion)
Certified Management Accountants (CMA)
Canadian Society for Training & Development (CSTD)
Institute of Chartered Accountants of Ontario (presently Chartered Professional Accountants of Ontario)
Communications, Advertising and Marketing Professionals (CAMP)
ExecuNet, Toronto and Montreal Chapters Happen
Human Resources Professionals Association of Ontario, Halton and Peel Chapters
International Association of Business Communicators (IABC)
LafargeHolcim
Lee Hecht Harrison
nextPosition
Professional Engineers of Ontario (PEO)
Right Management
Schulich School of Business – York University
Silicon Halton
Society of Automotive Engineers (SAE)
Society of Manufacturing Engineers (SME)
Ted Rogers School of Business
Toronto Finance Network
Torontojobs.ca
University of McGill
University of Ontario Institute of Technology (UOIT)
York Regional Networkers

TESTIMONIALS

“Martin Buckland dazzled our audience of communicators at a meeting of the IABC / Toronto Professional Independent Communicators when he spoke on the topic of networking. He is a recognized expert in the topic, and practices it in his daily business as well. Whenever someone asks me for advice about resumes, careers, networking, or job searching, I always refer them to Martin.”

Donna Papacosta, Principal, Trafalgar Communications

“Covering the heart of the Southern Ontario automotive region, many SAE Central Ontario section members were impacted by the Automotive recession of 2008 -09. To help SAE members affected by downsizing and career transition, the Central Ontario Section invited Martin Buckland to speak at their Career Transition Workshop where Martin provided his in-depth expertise to SAE members seeking to find new career opportunities. Martin provided valuable insights into effective resume writing, creating an on-line presence for increased visibility, and interviewing techniques. The career transition workshop was one of SAE Central Ontario Section’s most successful events with many members remaining long after the workshop’s conclusion to have their resume reviewed by Martin. SAE Central Ontario highly recommends Martin as speaker at any career related event.”

Phil Kling, P.Eng, MBA, Manager, Product/Field Investigations, General Motors of Canada Ltd.

“Your presentation on resumes was extremely well received. Members liked the new format you presented for the combined resume. They also liked and, from what I observed, were somewhat shocked at some of the current trends you were able to present. As always, the quality of your presentation and the information you provide were appreciated.”

Frances McKenzie, Speakers Coordinator, HAPPEN (Burlington, Ontario)