

## Shortage of specialists' self-awareness

The term «skills shortage» is omnipresent. A lot is written about how companies could address this shortage: they need to become more open to alternative profiles, move away from the expectation of a 100% fit, invest more in older employees, and so on. I agree with that! But what can jobseekers do in this situation? More than you might think!

*Peter Näf*

I often encounter the following situation: A client sends me a complete application, including the corresponding job advert, in preparation for my application coaching. After studying the advert and CV, I wondered how my client had come up with the idea that he might be suitable for the job. He reacted incredulously to my corresponding question during the consultation; the fit was apparently obvious to him, but he couldn't explain it to me verbally in a comprehensible way.

In order to optimise his CV, I asked him about his various jobs and insisted until I understood his professional experience. Gradually, I realised that he was not only suitable for the job, but in my opinion, he was ideally qualified for it. The only thing was that his CV didn't show this, as he hadn't worked in exactly the same field before.

### **A meaningful CV is not an obsolete model**

How is a recruiter supposed to pick out my client from possibly over a hundred applications and invite him to an interview if he only has a certain feeling of suitability but cannot express this? I keep hearing the view that CVs are overrated in

the application process; a brief summary on one page would be enough as recruitment ultimately takes place in the job interviews.

I agree that the best thing a good CV can get you is an invitation to an interview. But recruiters need relevant information to decide whom to invite for an interview. Because one thing is certain: they won't interview 100 applicants. And if you can't describe your profile clearly in your application documents, you won't be sufficiently prepared for an interview.

### **Write the way you speak**

The biggest challenge when creating application documents is not the written formulation, but remembering your own experiences, developing your personal profile and comparing it with the job. This is hard work.

Only then does the formulation follow, and in the same way that we express ourselves verbally - clearly and without marketing-speak. My clients tell me time and again that their carefully drafted CVs make an impact. Unfortunately, many applicants do not invest enough time in creating their CVs, so meaningful documents are perceived positively.

Use good communication to ensure that you are recognised by recruiters for jobs that suit you! And always remember that the worm has to taste good to the fish, not the fisherman!

[#selfconfidence](#), [#personalbranding](#), [#storytelling](#)

Please find further articles on career topics on my homepage  
<https://karrierecoaching.ch/en/articles/>

