## PETER NÄF karrierecoaching

CV

## Why the résumé still matters

There's much debate about the value of a CV – even whether it's still needed. After all, hiring is about the future, not the past. Still, the CV remains a core element of any application – and rightly so. Together with application letter, diplomas, and references, it demonstrates whether a candidate meets the role's technical requirements. A strong CV earns you an interview, not the job itself. That's why personal strengths or success stories don't belong here – they unfold best in the job interview.

## Clarity beats creativity

A CV must be structured in reverse chronological order – deviation harms readability. The challenge: stay concise but meaningful. Even with extensive experience, three pages are enough. Well-written descriptions help recruiters understand your past roles quickly. A clear, conventional layout is more effective than flashy design. Despite all digital tools, a strong CV remains your most valuable ticket to the interview stage.