

# New Leaf Resumes

PROFESSIONAL RESUME WRITING AND INTERVIEW SERVICE

## Objective Statement — In or Out?

Resumes have evolved over the years. At one time resumes didn't exist; you simply showed up at the recruitment door and asked if the company was hiring. As literacy, the population, and job opportunities exploded, recruitment evolved to first include an application form, and then the resume. The internet's impact has exponentially increased the pressures on your resume's performance, and on the recruiter's time.

### What's the Problem with Stating an Objective?

Once a standard, the objective statement is now questionable. The main reason for its uncertain future is that it breaks the first rule of writing: keep the needs and interests of your audience top of mind. Because the objective statement rarely addresses the employer's needs, it doesn't excite the employer in the least.

Almost every applicant's objective statement is all about his or her motives. If you were to fill in that sentence structure it would begin with "My objective is ...", whereas the entire resume must be all about how your skills, education and experience can benefit the employer.

Without a doubt communication strategies are going to shorter, snappier language—think sound bites, taglines, acronyms—than to longer and eloquently written novel-writing strategies. And, without a doubt, recruiters, unable to adequately process growing numbers of applicants, appreciate to-the-point writing.

Many recruiters now prefer that you eliminate the objective statement, and replace it with an objective-identifying headline: the job position title. Rather than pontificating on your desire to land a superb position with a progressive company that can accommodate your career advancement goal, eliminate your eloquence with a succinct, to-the-point title, for example Help-Desk Support, Customer Service Agent, Corporate Writer.

Recruiters prefer this strategy for one major reason: they are sure that your resume is in the right pile of applicants for the 10 openings actively recruiting. And, given that recruiters have allocated perhaps 15 seconds to reviewing each resume, they can quickly scan that title, rather than getting bogged down in an Objective Statement that gives them absolutely no clue as to whether you have the qualifications to fill the position.

### If Old Habits Die Hard

Some of us find change a challenge. If you feel you cannot relinquish that old, familiar Objective Statement, at least reconsider its content: address how you can impact the employer's profits through performance and productivity and you still stand a chance of attracting favourable attention. For example:

**Objective: IT Professional** intent on continuing a career history of improving network performance, and maintaining personal achievement of close to perfect record of network availability.

**Objective:** To join ABC Deliveries as a productive **Long Haul Driver**, where 6+ years of safe commercial driving and 10+ years of delivering excellent customer service will add value.

Now those object statements might stir some excitement.