Résumé Expansion

or

"I'm twenty-three, can type, and was president of GM for two summers during college"

NOW THAT YOU HAVE DECIDED what sort of job you want to get, the next step is to prepare your résumé. A résumé is your communications linkwith the Real World. If you blow it here, you might as well pack up and go home. A *good* résumé will transform the insipid into the inspired, the mundane into the magnificent, the illegal into the entrepreneurial. A straight-shooting résumé will not. If you want to tell the unvarnished truth, that is your prerogative. So is unemployment.

This is not to imply that you should lie—only that you repackage your achievements in terms that give them dignity and importance, a process known as *résumé expansion*. The most important thing here is patience: if you stop writing when your résumé looks merely acceptable, any tollbooth operator will beat you out for the job. Instead, even when applying for an entry-level position, keep polishing until you appear qualified to be CEO of RCA.

With this commitment to excellence in mind, the writing itself is simple. Begin with a blank pad of paper and list the details of everything that you have ever done since high school, no matter how in-

FIFTY SUGGESTED ACTION WORDS
(a partial list)

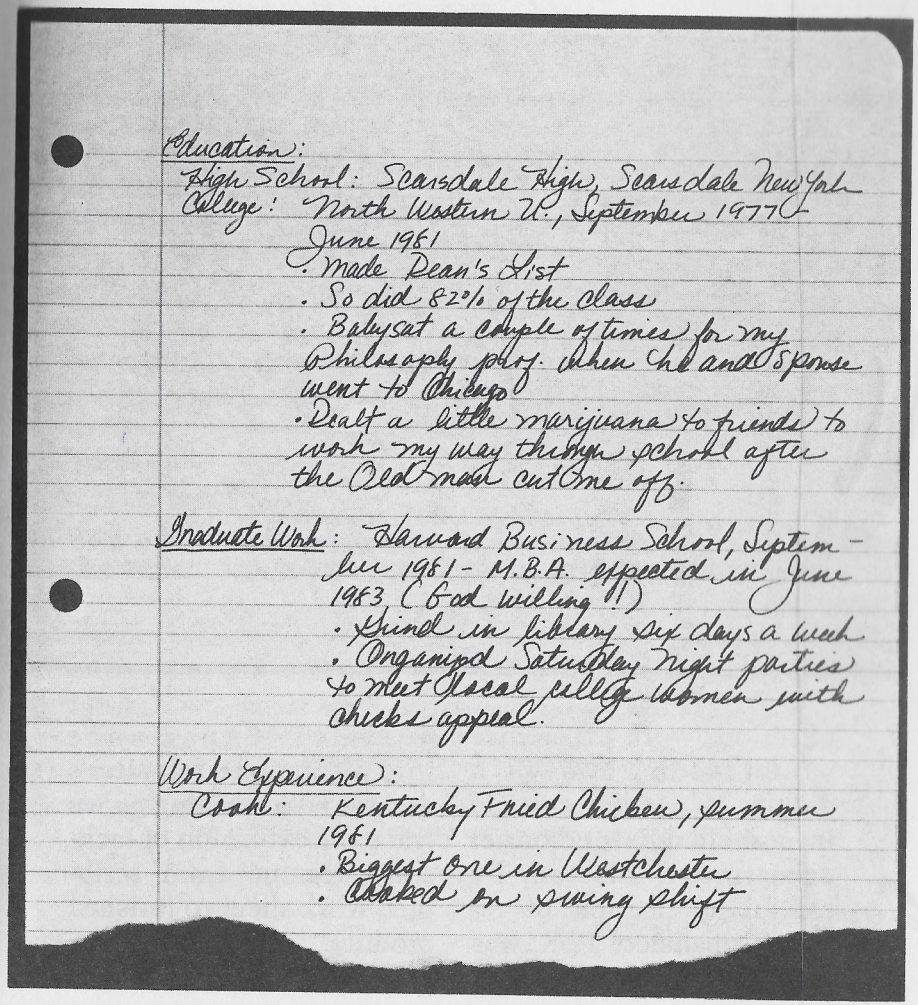
Abdicated	Managed
Achieved	Maneuvered
Acquired	Monitored
Audited	Netted
Awarded	Packaged
Balanced	Procrastinated
Collaborated	Produced
Colluded	Profited
Consulted	Promoted
Deducted	Quadrupled
Designed	Railroaded
Destabilized	Repositioned
Disposed	Revitalized
Divested	Selected
Doubled	Served
Established	Sheltered
Formulated	Sidestepped
Founded	Specified
Hired	Stonewalled
Improved	Terminated
Inflated	Totaled
Initiated	Tripled
Instituted	Xeroxed
Introduced	Yielded
Leveraged	Zigzagged

significant. Do not be concerned that your list is dull. It ought to be—business itself is dull. Do not be concerned that your list seems trivial. Sometimes the most trivial accomplishments can be expanded the best.

As you read over your initial list, avoid despondency. Remember that without résumé expansion no one would ever get a job. But here's where the creative fun begins. Translate the list, item by item, using the above collection of *action* words. The end product should be a résumé Lee Iacocca would envy. If not . . . translate again.

Prentiss Robert Jackson was a business student who used this technique.

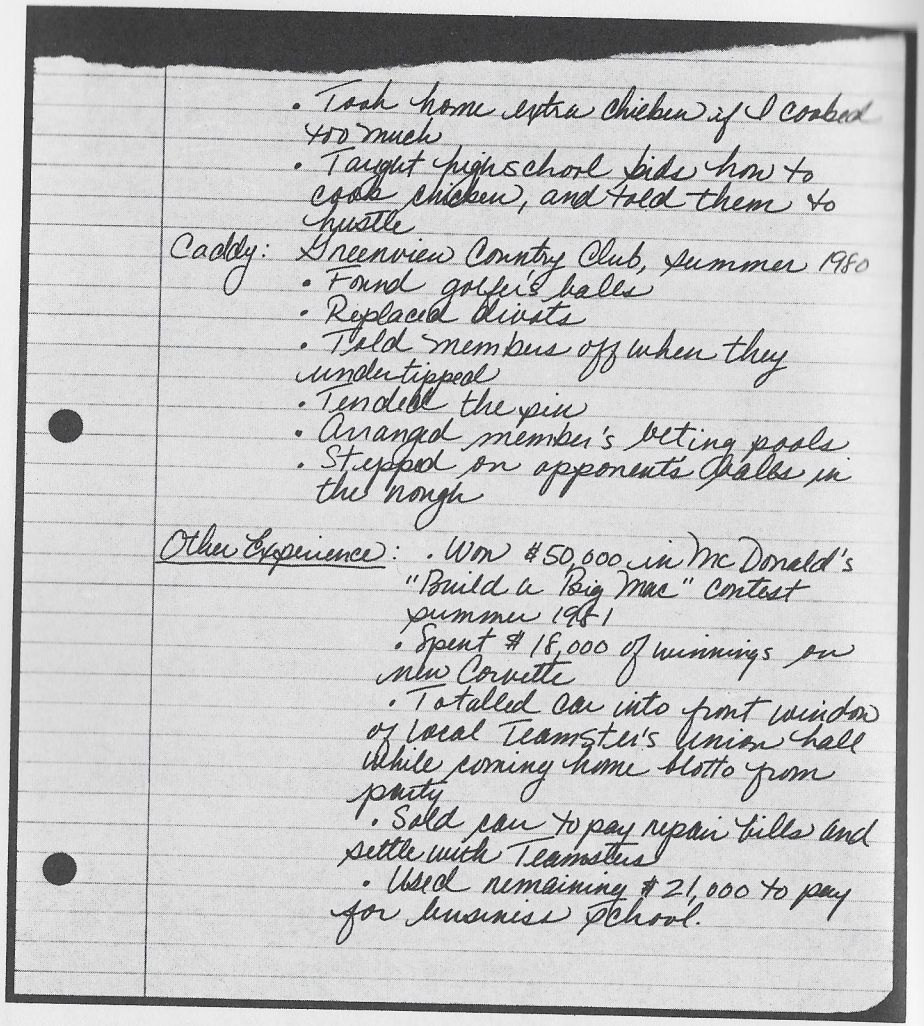
Born of humble stock in Scarsdale, New York, he had an academically successful but otherwise nondescript four years at a well-known midwestern college. On the face of it, he was afraid that his lack



Education:
High School: Scarsdale High, Scarsdale New York
College: North Western U., September 1977 - June 1981
• Made Dean's List
• So did 82% of the class
• Babysat a couple of times for my Philosophy prof. when he and Spouse went to Chicago
• Dealt a little marijuana to friends to work my way through school after the Dean had cut me off.

Graduate Work: Harvard Business School, September 1981 - M.B.A. expected in June 1983 (God willing!)
• Spend in library six days a week
• Organized Saturday night parties to meet local college women with chicks appeal.

Work Experience:
Cook: Kentucky Fried Chicken, summer 1981
• Biggest one in Westchester
• Asked on swing shift



• Took home extra chicken if I cooked too much
• Taught high school kids how to cook chicken, and told them to hustle

Caddy: Greenview Country Club, summer 1980
• Found golfer's balls
• Replaced divots
• Told members off when they undertipped
• Tended the pin
• Arranged members betting pools
• Stepped on opponents balls in the rough

Other Experience: • Won $50,000 in McDonald's "Build a Big Mac" contest summer 1981
• Spent $16,000 of winnings on new Corvette
• Totalled car into front window of local Teamster's union hall while coming home drunk from party
• Sold car to pay repair bills and settle with Teamsters
• Used remaining $21,000 to pay for business school.

of serious work experience would doom him to a decade of penal servitude in somebody's personnel department. Instead, by careful application of résumé expansion, P. R. was able to turn his meager summer experience into a corporate recruiter's dream. Follow along as we trace the evolution of Jackson's résumé from scribbled work sheet to finished product.

Career Objective: a position offering challenge, personal growth, and serious *dinero*

Résumé of
PRENTISS ROBERT JACKSON

Home address:
12 Spruce Lane
Scarsdale, N.Y.

School address:
27 Gallatin Hall
The Business School
Boston, Mass.

Education

1981–1983 **HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION**
Worked my way through school by winning $50,000 special construction contract from national restaurant chain. (Was forced to dispose of major asset, however, after run-in with local Teamsters organization.) Founding member, Aflu-American Association.

1977–1981 **NORTHWESTERN UNIVERSITY**
B.A. received June 1981. Dean's List. Established primary day-care service for faculty children. Paid for tuition and expenses last three years by founding a small business that marketed a complete line of leisure products to students, achieving return on investment of 2,048 percent. Summa cum laude thesis: *David Bowie: The Last Existential Man.*

Work Experience

Summer 1982 **GOLF COORDINATOR, GREENVIEW COUNTRY CLUB**
Responsible for revitalization of golf course to achieve improved playing characteristics. Tripled player through-put by utilizing batch processing. Provided professional assistance and financial consulting services to members. Helped ensure members' strategic success by respositioning them vis à vis their competitors.

Summer 1981 **SPECIAL ASSISTANT TO FRANCHISOR, KENTUCKY FRIED CHICKEN, HARRISON, NEW YORK**
Senior production officer during high-volume evening shift. Audited inventory stocking levels and instituted control systems to prevent exceeding storage capacity. Conducted initial employee orientation and instituted employee motivational seminars.