T-Analysis

Making Your Resume 'Speak' to a Role

Your resume will more likely show that you are a match for a role if you spend a few minutes and adjust it to 'target' the role directly. If you have 75- 80% of the job requirements, including all the essential ones, it is probably worth your while to apply for the job. You can talk about how you will overcome any missing requirements in your cover letter.

Targeting a Resume

This means you might do any of the following:
- ✓ Change the order of the bullets in your Summary or Highlights to suit the order of importance given these qualifications in the job posting
- ✓ Swap a few words so they sound more like the words used by the organization in the job ad or on their website
- ✓ Create or rename a category of your experience – for example, if the company's values emphasize teamwork, and you did a lot of volunteering on teams, you might rename your Volunteer Experience category "Teamwork and Volunteer Experience" to highlight that you are the kind of person who works effectively on teams

Using a T-Analysis to Make Targeting Easier

Use a table to pick out the key items that the employer wants, and match them up to what you have to offer. This strategy allows you to compare your background with the role easily, and to market your skills and qualifications more effectively.

What the employer wants	What you have to offer
Pull out all the qualifications, skills, experience the employer lists in the job posting as a requirement and list them first. Then list the optional or "would be an asset" requirements. Try to figure out what the employer values the most, from the job posting or the organization's website and list these too (for example, teamwork, working with diversity, community service).	Beside the qualifications, skills and experience that you possess, list your evidence of these: • match your qualifications (for example, they want 3 years' experience, I have 4 years) • match your skills (they want organizational and communication skills and I have used these in X and Y positions) • identify the achievements in your past that show how you used these skills to benefit your previous organizations (use accomplishment statements – see our tip sheet on Accomplishment Statements).

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