

Everything You Know Is Wrong: The One Key to Crafting a Winning Resume and Nailing the Interview

Here's a bold statement: Everything you know about resumes and job interviews is wrong. That might sound extreme, but after 20 years in the recruiting business, I've seen the same mistakes made over and over again by job seekers who think they know what employers want. The truth? Most of them don't have a clue.

Let me let you in on a secret: There's only one real job description for any position, and it's this—**you must add profit**. No matter what role you're applying for, no matter the industry, the ultimate goal is always the same. If you can show that you'll add to the company's bottom line, you're miles ahead of the competition.

The Real Job Description: Adding Profit

Forget the buzzwords, the fluffy mission statements, and the long lists of desired skills. At the end of the day, companies hire people who can make them money. It's that simple. Whether you're in sales, marketing, IT, or customer service, your job is to contribute to the company's profitability. That's the bottom line.

So how do you craft a resume and prepare for an interview with this in mind? You start by thinking like the person who will be making the hiring decision. What do they need? What do they not want? And most importantly, how can you position yourself as the solution to their profit problem?

Step 1: Understand What the Company Needs

Before you even begin to tailor your resume, you need to do your homework. Research the company inside and out. What are their biggest challenges? What's their market position? What are their growth goals? The more you understand the company's needs, the better you can position yourself as the person who can help them meet those needs—and increase their profits in the process.

When you understand what the company needs, you can start to align your resume and interview strategy with those needs. Highlight the skills and experiences that directly contribute to the company's bottom line. Did you streamline a process at your last job that saved time and money? Did you increase sales in your department by a certain percentage? These are the things employers care about.

Step 2: Avoid What They Don't Want

Just as important as knowing what the company needs is understanding what they don't want. Employers aren't just looking for someone who can do the job; they're looking for someone who won't be a liability. That means avoiding anything in your resume or interview that could raise red flags.

For instance, if the company values efficiency, don't highlight your ability to take on numerous tasks at once if it doesn't directly tie into efficiency or profitability. Instead, focus on how your

multitasking skills have led to faster turnaround times and, ultimately, cost savings for your previous employers.

Step 3: Increase Your Chances by Showing How You Add Value

When you're crafting your resume, every bullet point should answer one question: How did I add value? Value can come in many forms—cost savings, revenue generation, process improvements, customer satisfaction—but it always ties back to profit in some way.

In your interview, take this a step further. Don't just talk about what you've done; talk about how you'll bring that same value to the company you're interviewing with. Be specific. Use examples. Show them that you're not just another candidate—you're the candidate who will help them achieve their financial goals.

The Bottom Line: Profit Is King

At the end of the day, the only job description that really matters is this: You must add profit. When you start thinking like the company, or more specifically, like the person making the hiring decision, you'll start to see things differently. You'll understand that it's not about how many skills you can list on your resume or how many stories you can tell in an interview. It's about demonstrating, clearly and convincingly, that you're the person who can help them make more money.

So forget what you thought you knew about resumes and interviews. Focus on the one thing that truly matters—adding profit—and you'll find yourself not just getting noticed, but getting hired.