

Strategic Bid Manager



CAREER COACHING
TO MAKE YOUR MARK

“I was looking to improve the readability of my CV and its attraction to prospective employers. I approached you because of your background in the skills of writing and presentation. You seemed to have a clear understanding of how to set out the key pointers and drivers that people were looking for.

At the time I thought my CV was good. I thought it conveyed the right messages. But a lot of recent feedback suggested that it had details in the wrong place, it didn't read well and it didn't flow relative to the opportunity I was looking for. It was also 4 pages long. I found it difficult to know how best to structure my CV and decide what message I wanted to portray.

After an initial telephone conversation, we agreed to meet up. The first stage was to get my mind in gear, focus on what I was looking for in my next role, and help me think about what my key skills were. We crystallised these in the form of a mind map or brainstorm.

We took a number of job specifications and stripped out the key skills that the role was requiring, such as leadership. We picked out all the key elements, wrote them down on post-it notes and stuck them on the wall. Then we looked at what I had done that related to those post-it notes, thereby matching the requirements.

As a result, my CV became driven by examples and stories rather than a chronological list. This made it relevant to the opportunity or role that I was applying for, and tailored to the reader and what they were looking for. My CV now is better structured. It flows, it's easier to follow, and it's more concise and more relevant.

Although I didn't realise it initially, you were challenging me to think more broadly and to believe in myself. Many things hadn't made sense in my head before, but you clarified them and helped to shape where I was trying to get to.

I'm now a Strategic Bid Manager with one of the top three UK telecoms companies. My role is to manage the whole of the bid process, set up the teams and manage the various stakeholders. I facilitate the technical and commercial elements, manage the strategy and sign off the project.

Overall, it's about an eighty five percent match for me and it gives me very broad exposure. This is a very good place for me to be and there's a definite career path ahead.”

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This testimony is the transcript of a 'client review' phone call and is used with permission.

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