

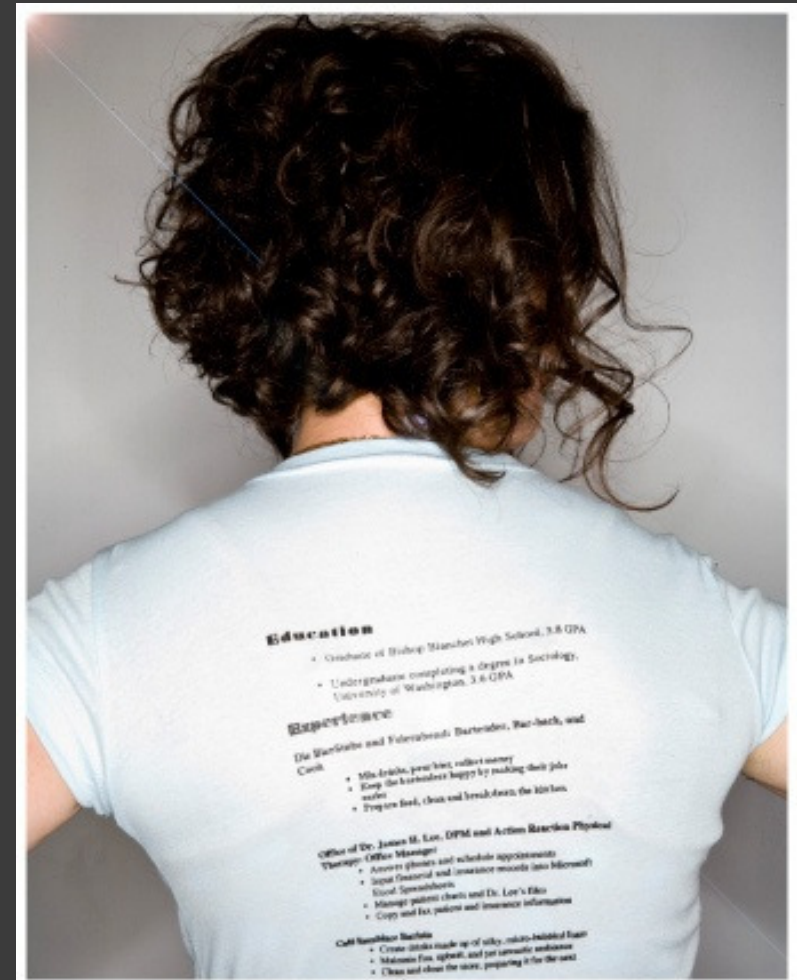
RESUME GUIDE FOR STUDENTS AND FRESHERS

Based on

SmartResume™

An Initiative by

www.twenty19.com





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SmartResume™

Brought to you by **SmartResume™**, a product based on the study on the Student Resume Technology in India conducted in January 2010.

Do feel free to share this guide with whomever you believe would benefit from it. THANK YOU.



HELLO!

This is an initiative by the **Twenty19** team

Twenty19 (www.twenty19.com) is an platform that helps students to “Do More” during college. At Twenty19, we believe that the real learning and value for a student is by DOing more things and taking more initiatives outside the college curriculum. Our team is always on the lookout for any opportunities to share with the students on the portal so that they can take part in opportunities of their interest and learn and benefit from them.

Visit www.twenty19.com for:

- **Internships:** Search for Internships across India and apply
- **Student Opportunities:** Know about the latest opportunities you can participate in such as tech-fests, internships, college culturals, symposiums, scholarships, volunteering opportunities, conferences, student contests and competitions, workshops and more

Of Course, Twenty19 is completely FREE for Students ;)



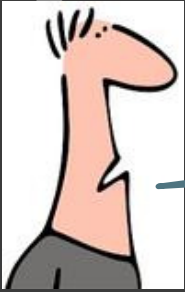
WHAT THIS GUIDE CONTAINS...

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LETS BEGIN!

UNDERSTANDING THE RESUME: BASICS



First things first! Be crystal clear on what a resume is and what purpose is it going to serve.

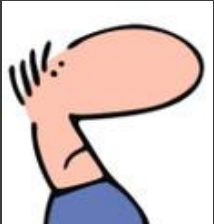
- The resume is a well presented 1-2 page summary of your background and credentials.
- The sole purpose of your resume is to effectively sell your credentials for the purpose of employment, admission to Universities, consideration for a scholarship or fellowship, or other professional purposes.

If you're seeking employment you must know:

- Your resume is to get you an interview, not a job!
- Your resume will be screened by an employer for just 15-20 seconds. That's all the time your resume has to make an impact!

UNDERSTANDING THE RESUME: SECTIONS

*These are the different **sections** that will go into your resume. They will appear on your resume in the same order as mentioned here*

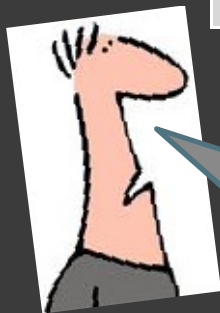


Section	What is the employer looking for
1.Header	Your identity and to contact you
2.Objective	To check if their requirement and your objective match
3.Education	To check if you have the basic qualification for the job/ internship you are applying for
4.Practical Experience/ Projects	To see if you have done anything that reflects your potential capability. Also, to see how different are you from your peers



UNDERSTANDING THE RESUME: SECTIONS

Section	What is the employer looking for
5.Skills	How equipped are you in terms of your personality traits as well as occupational skills
6.Me on the Web	This is a bonus (The employer is usually not looking for this): Having this section is a BIG value add.
7.Interests	Professional aspects apart, how meaningful is your life?
8.Other (Not in Order)	Is there anything else significant and relevant you want to showcase, that will add value to your resume



The following slides will guide you to construct each of the above sections.

UNDERSTANDING THE RESUME : SAMPLE RESUME

17, 2ND STREET, DANDEMI NAGAR, SEVAK, CHENNAI - 600025.
PHONE: +919884121211 - E-MAIL: DIKSHA.MANIK@TWENTY19.COM
D.O.B: 16TH SEPTEMBER, 1991

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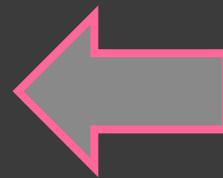
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Double Click on the Image to view the pdf version of the sample resume

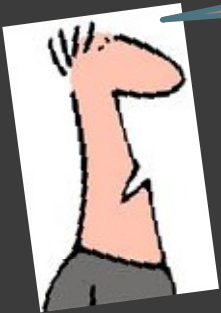


STEP 1 to STEP 10 GUIDE

STEP 1

PREPARATORY WORK & IMPORTANT TIPS

A little preparation before you start will make your resume making process convenient and quicker. Here is a quick checklist



- ✓ Educational documents from class 10 onwards to calculate scores
- ✓ Make a list of all things that you want to add on your resume. Like internships, projects, part-time jobs, extra-curricular activities, sports, trainings, skills, interests, etc. The list does not need to be exhaustive, you can always add to the list as you go.

STEP 1

PREPARATORY WORK & IMPORTANT TIPS

TOP MUST-FOLLOW TIPS BEFORE YOU START

- ★ ★ **SPECIFIC POINTS** – Every point on your resume must be specific and must be supported by numbers or tangible/factual information
- ★ Use **ACTION VERBS** (list given on **page 39** onwards) in all your points – They catch attention immediately and make your sentences clear.
- ★ Use **BULLET POINTS**, make them crisp - NO paragraphs
- ★ **DO NOT** mention your “responsibilities” mention what you’ve accomplished
- ★ A Common mistake most of us make while constructing a resume is to copy the format from a friend’s resume and build it based on that. **AVOID THIS**, unless your friend has taken professional help on making a resume.

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Hope Charitable Trust Jan 2008 - Jan 2009 (1 year)

- During weekends, I tutored 50 children adopted by the trust in basic mathematics and Computer skills through workshops and classroom exercises. The children were in the age-group of 8-12 years.

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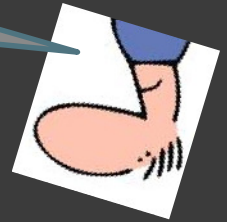
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References will be provided on request

Here we go! Lets start with what goes on the top of your resume

Purpose

You need to give some basic information about yourself, mainly so that they can contact you.



Guidelines

- Fields to include: Name, Current address, email id, phone number, date of Birth (optional)
- Write your name in a bigger font (also make it bold) than the other text

Do not

- Do Not Include your photo
- Do Not write “Resume” as a heading to the file
- Do not give unnecessary details like family information, marital status, etc.
- Do not add these details at the bottom of your resume.
- Do not occupy much space to fill up these details

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Your Objective is the first thing an employer sees on your resume



Heading on Resume: Objective

Purpose

To convey to your employer what your goal is. It should be aimed towards getting a particular position in a specific industry

Guidelines

- Your objective should include the following:
 1. Position wanted
 2. Functional area
 3. Industry wanted
- Be specific and crisp. Restrict it to 15 words.
- Your objective will be different for each role you apply to
- Keep the Employer's requirement in mind while writing the objective! - The objective is not about what you desire from the company, its about the company's need

Examples**If you are a job seeker:**

1. Entry level programmer in a software development company.
2. A position as a trainee in a petro-chemical company

If you are seeking an internship:

1. Intern in a marketing role in a web startup

Do not

BIG NO to generic/vague objectives. They are a big turn off.

Here is a bad example:

To work for an organization that provides an environment to grow as a professional and the opportunity to add value to the organization through meaningful roles.

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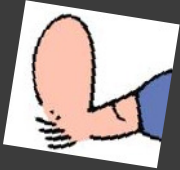
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The next section in your resume is to highlight your educational qualifications



Heading on Resume: Education

Purpose

For the employer to know if you have the basic qualification for the job/ internship you are applying for

Guidelines

- Write all educational qualifications from class 10 till present. your past and present qualifications, from class 10 till present
 - For Class 10 and 12 - Include School/College name, Board, Stream/Specialization (If any), year of study, Marks/CGPA.
 - For Undergraduate - Include College name, University Name, Degree & Specialization, years of study, Marks/CGPA.
- Write all your qualifications in a reverse chronological order. i.e. the latest qualifications on top

STEP 4 EDUCATION

Part 3

Guidelines (Continued..)

1. You may write the educational qualifications in a tabular format as shown in the example or in a simple one after the other order.
2. When applying to core roles (roles related to your educational background), it's a good idea to display the relevant academic courses in your curriculum.

Example

Qualification	School/College	University /Board	Year	Stream/ Degree, Specialization	Score
Undergraduate	B.C.M College of Technology, Mumbai	Pune University	2008 - Present	B.Tech Mechanical Engineering	7.8/10
Class 12	Boston Public School, Hyderabad	CBSE	2008	Maths, Physics, Chemistry, Biology	84%
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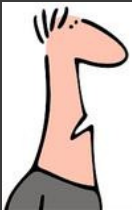
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*The Next part of your resume will include the real hands-on work that you have done. This includes **Projects, Internships, Inplant Training, Part-time jobs, Volunteering, Starting up a company and other initiatives you have taken.***

Based on the number and the nature of initiatives you have taken, you can take a call on whether to have a single heading for this or list them under multiple headings.



Heading on Resume (You can have multiple headings based on the initiatives you have taken): **Projects, Internships, In-Plant Trainings, Volunteer Experience, Initiatives**

Purpose

This is a critical component of your resume, as your hands-on work and the initiatives you have taken apart from your curriculum is what will reflect your real potential as well as differentiate your resume from your peers'

Guidelines

- You can include the following headings - Title/project name, role, Company/Organization Name, 1-2 line description (brief and specific) time period.
- Time period is a must.
- The entries under each heading must be in a reverse-chronological order.
- Be very specific on what you've accomplished. Add numbers and
- tangible /factual results where ever possible

Examples

- **Academic Project: Model recycling system to treat Kitchen wastes (Jan 2008 – April 2008)**
 - Designed a model Liquid waste recycling system to treat and completely re-use the liquid wastes from the college kitchens for irrigation in the nearby agricultural land. **Volume:** 10000 lit/day
 - The college has presently implemented this model on a small scale. This will be scaled up on successful operation for one year.

Examples (Continued...)

- **The Hindu - Reporter Intern April 2008-May 2008 (2Months)**
 - As a reporter for Hindu's daily supplementary "Metro Plus", I received 5 bylines for the articles I contributed in the technology section.
 - I also assisted the ideation team for the daily selection of articles to be published.

- **Greenpeace India: Direct dialogue representative
Feb 2009 – May 2009 (3 Months)**
 - As a member of the Direct Dialogue team, I convinced 100 individuals (target being 60) to sign up to financially support Greenpeace (contribute 200 Rs a month) on a long term basis
 - The pitch to the potential supporters was through a one on one interaction with them, which tested my presentation skills and my ability to debate with them.

Do Not

- Do Not write generic statements. It does not give the employer a clear picture of the work you have done. Thus, the employer would assume you have done an internship just for the certificate

Here is a some **bad examples**:

- I worked for Hindu as in the technology division and learnt tremendously. I also contributed quality articles and assisted with ideas.
- I Volunteered for Greenpeace as a direct dialogue representative and achieved targets.

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DIKSHA MANI

OBJECTIVE

Entry level marketing role in a web based company

EDUCATION

B.Tech (Chemical Engineering) 2006-Present
SRM Engineering College - Affiliated to Anna University
CGPA: 7.2/10 (Till 5th Semester)

Class 12 2006
Boston Public School, Hyderabad - CBSE Board
Stream: Mathematics, Physics, Chemistry, Biology
Score: 84%

Class 10 2004
Shankara Vidyalaya, Chennai - Tamil Nadu State Board
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INTERNSHIPS

Dilsebol.com (an online T-shirt design startup) April 2009 - June 2009 (2 Months)
Role: SEO Intern

- Brought the organic Google ranking for the website within top 10 for more than 10 crucial keywords
- Took initiative to develop a 6 month SEO strategic plan for the website

Geeky Teen.com (A student services portal) Dec 2008 - Jan 2009 (2 Months)
Role: Social Media Marketing Intern

- Assisted in developing the social media marketing strategy for the website during launch
- Implemented the social media marketing strategy for the website for Facebook and Twitter. Reached a fan base of 300 on Facebook and generated 1000 unique visitors on the website during the first month of launch.

VOLUNTEER EXPERIENCE

Greenpeace India: Direct dialogue representative Nov 2009 - Present

- As a member of the Direct Dialogue team, I convinced 100 individuals (target being 60) to sign up to financially support Greenpeace (contribute Rs 100 per month) on a long term basis

Hope Charitable Trust Jan 2008 - Jan 2009 (1 year)

- During weekends, I tutored 30 children adopted by the trust in basic mathematics and Computer skills through workshops and classroom exercises. The children were in the age-group of 8-12 years.

- During the period, I took initiative to develop a standardized curriculum for class 5-7 for Computer Skills
- I also made a 5 minute documentary on the children, which was used as a fund-raising and promotional tool by the trust.

SOFT SKILLS

- Writing and Analysis:** I have authored over 40 blog entries in my blog on marketing. Most of the entries involve analysis of recent marketing concepts and case studies on specific marketing scenarios.
- Leadership:** Led a team of 10 students during a campaign for Greenpeace India to effectively implement a "no plastic" solution for 20 small retail stores in Chennai.
- Debating and Presentation:** My stint with Greenpeace involved convincing potential supporters through one on one [approaches](http://www.gpe.org). This involved making presentations and debating with them on Greenpeace's work on environmental activism.

WEB PRESENCE

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- The blog exhibits my ideas, thoughts and the learning specific to the field of Marketing
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- Link: <http://Marketingmagic.blogspot.com/>

LinkedIn Profile: <http://in.linkedin.com/in/dikshamani>

- 4 Recommendations

PROFESSIONAL ARTS

Vocal Music

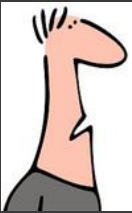
- Learned and practiced carnatic vocal music for the last 8 years
- Completed a 1 year degree in Light Music at Bharatiyar Light Music Academy and sang for the album
- Have performed one hour long solo carnatic vocal concerts on 2 occasions during the Kucheri Season

INTERESTS

- I'm an avid trekker and an active member of the Bangalore Trekking Club (BTC) and completed 12 treks with them
- I'm passionate about running and an active member of the "Chennai Runners" and I have run two marathons so far
- I am keen on taking up photography as a part time profession. I am specifically interested in heritage photography. Some of my best shots are displayed on the following link: <http://www.flickr.com/photos/learnthroughheritag>

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In the previous section, you wrote about what you had DONE. In this section, you will be writing about what you have LEARNT through whatever you have done in the past.



Headings on Resume

You can have multiple headings under “Skills”. Common headings that you can include are:

- 1.Soft Skills:** Must include
- 2.Core/Occupational Skills:** Optional. Include if you possess any core skills.
- 3.IT Skills:** Optional. Advisable to include this if you are applying for IT/Software related roles.

Purpose

Soft Skills: To showcase your personality traits

Core Skills: These are skills you possess relevant to the role you are applying for (Occupational skills)

Guidelines

- List your skill and add a point which supports your skill the best.
- Make specific points. Add and numbers and tangible results wherever possible
- Pick only 3-4 soft skills that describe you the best (**You can pick from the list of “Top soft skills employers look for” on page 45**)
- Dig your past to discover the best of these skills you possess and the best instance you can quote to support it. Everyone possesses their own unique strengths, its upto you to unearth yours and portray them in the best possible way

Examples

- **Leadership:** Led a team of 10 students during an campaign for WWF India to implement a "no plastic" solution for 20 small retail stores in Chennai.
- **Adobe Photoshop:** I designed 5 event posters and 6 promotional flyers during my stints with Chennai Event Managers, Radio One and Chennaionline.com

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- I also made a 5 minute documentary on the children, which was used as a fund-raising and promotional tool by the trust.

SOFT SKILLS

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- 4 Recommendations

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Vocal Music

- Learned and practiced carnatic vocal music for the last 8 years
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INTERESTS

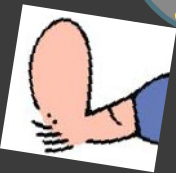
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STEP 7 WEB PRESENCE

Part 2

In the Web 2.0 era the world has access to “you” on the web. If you have good things to display about yourself on the web, it’s a great idea to do that. Do you have a great LinkedIn profile? A meaningful blog or a website? Are you into professional photography and have displayed your photos on Flickr? Go ahead and showcase them on your resume and it’ll definitely give you an edge when an employer screens it.



Purpose

Lets the employer know you’re keeping up with the trend. Portrayal of meaningful work/initiatives through web links adds value to your profile

Guidelines

- LinkedIn: as mentioned in example
- Blog, Website: Title, description and link
- Flickr, youtube, designs, etc: Give the link in the respective section.

Guidelines

- Make sure that any of the links that you provide are professional and do not have content may turn off the employer.

Examples

- **My LinkedIn Profile:** <http://in.linkedin.com/in/rahulprabhakarlinkedin>
(4 Recommendations)
- **My Blog: Marketing Magic** (14 Blog Entries)
This dedicated to my ideas, thoughts and the learning in Marketing. I have been updating my blog since Jun 2008
Link: <http://Marketingmagik.blogspot.com/>

Tip

If you don't already have a profile on LinkedIn, go create one and get good recommendation on it.

Do Not

DO NOT add your Orkut, Facebook, Twitter or other social networking accounts on your resume. That is the last thing your employer would want to see

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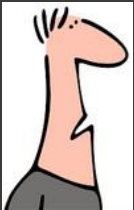
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References will be provided on request

STEP 9 INTERESTS

Part 2

You're almost done! This is the last section of your resume. Carefully choose which of your interests you want to showcase on your resume so that they make your life seem meaningful



Heading on Resume: Interests

Purpose

The interests you showcase speaks about your character. These interests frequently come up as a topic of discussions during the interviews, so wisely choose what to display.

Guidelines

- List interests which are meaningful and display some learning
- Support the interest you have listed with a crisp point.
- Make the points specific and tangible.

Examples

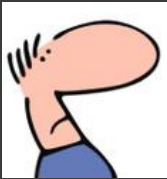
- I'm an avid trekker and an active member of the Bangalore Trekking Club (BTC) and completed 12 treks with them
- I'm passionate about running and an active member of the "Chennai Runners" and I have run two marathons so far

Do Not

- Do Not just list a random cluster of interests like: Adventure, guitar, reading, environment
- Never include interests such as partying, watching movies, etc. They create a wrong impression.

STEP 10 FINISHING TOUCHES

You're Done! With your First Draft! Now What?



- Make Sure that the length of your resume does not exceed 2 pages
- Save the copy as a “.doc” file. if you are using Office 2007, it is advisable to convert your file from its default “.docx” format to Word 2003/97 “.doc” format.
- Have a .pdf format of your resume. Preferably send your resume in the .pdf format. You can convert your .doc files to .pdf using the free CutePDF Writer which you can download from:
<http://www.cutepdf.com/products/cutepdf/Writer.asp>
- Naming your file: The name of your file must contain the word “resume” and your full name. Ex: Manish_Verma_Resume or Resume_Swetha_Reddy
- Do a thorough recheck and make sure there are absolutely no errors in your resume. No Grammatical errors, No Spelling mistakes, no punctuation errors.
- Run through you resume time and again for to make improvements and wording sentences better
- Get your resume reviewed by a third person for errors



**Your Resume is now
Ready-to-Use!**

SHARE...

If you found this guide useful, please do share it so that more students can benefit from it

Here are some possible ways you could share this e-book

- email a copy of this guide to your friends
- The guide is also available for download on the following link:
<http://blog.twenty19.com/expert-insights/insights-for-students/smart-resume-guide-for-students-download-for-free/>
You may share the link on your facebook/orkut/twitter
- If you have a blog, you can blog about it



ACTION VERBS (By Skill Categories)

Communication/People skills

Addressed	Defined	Joined	Referred
Advertised	Developed	Judged	Reinforced
Arbitrated	Directed	Lectured	Reported
Arranged	Discussed	Listened	Resolved
Articulated	Drafted	Marketed	Responded
Authored	Edited	Mediated	Solicited
Clarified	Elicited	Moderated	Specified
Collaborated	Enlisted	Negotiated	Spoke
Communicated	Explained	Observed	Suggested
Composed	Expressed	Outlined	Summarized
Condensed	Formulated	Participated	Synthesized
Conferred	Furnished	Persuaded	Translated
Consulted	Incorporated	Presented	Wrote
Contacted	Influenced	Promoted	
Conveyed	Interacted	Proposed	
Convinced	Interpreted	Publicized	
Corresponded	Interviewed	Reconciled	
Debated	Involved	Recruited	



ACTION VERBS (By Skill Categories)

Creative Skills

Acted
Adapted
Began
Combined
Composed
Conceptualized
Condensed
Created
Customized
Designed
Developed
Directed
Displayed
Drew
Entertained
Established
Fashioned
Formulated
Founded
Illustrated
Initiated
Instituted
Integrated
Introduced
Invented
Modeled
Modified
Originated
Performed
Photographed
Planned
Revised
Revitalized
Shaped
Solved

Data/Financial Skills

Administered
Adjusted
Allocated
Analyzed
Appraised
Assessed
Audited
Balanced
Budgeted
Calculated
Computed
Conserved
Corrected
Determined
Developed
Estimated
Forecasted
Managed
Marketed
Measured
Netted
Planned
Prepared
Programmed
Projected
Qualified
Reconciled
Reduced
Researched
Retrieved



ACTION VERBS (By Skill Categories)

Helping Skills

Adapted
Advocated
Aided
Answered
Arranged
Assessed
Assisted
Clarified
Coached
Collaborated
Contributed
Cooperated
Counseled
Demonstrated
Diagnosed
Educated
Encouraged

Ensured
Expedited
Facilitated
Familiarized
Furthered
Guided
Helped
Insured
Intervened
Motivated
Prevented
Provided
Referred
Rehabilitated
Represented
Resolved
Simplified

Supplied
Supported
Volunteered

Management/ Leadership Skills

Administered
Analyzed
Appointed
Approved
Assigned
Attained
Authorized
Chaired
Considered

Consolidated
Contracted
Controlled
Converted
Coordinated
Decided
Delegated
Developed
Directed
Eliminated
Emphasized
Enforced
Enhanced
Established
Executed
Generated
Handled
Headed



ACTION VERBS (By Skill Categories)

Management/ Leadership Skills

Hired
Hosted
Improved
Incorporated
Increased
Initiated
Inspected
Instituted
Led
Managed
Merged
Motivated
Navigated
Organized
Originated
Overhauled
Oversaw

Planned
Presided
Prioritized
Produced
Recommended
Reorganized
Replaced
Restored
Reviewed
Scheduled
Secured
Selected
Streamlined
Strengthened
Supervised
Terminated

Organizational Skills

Approved
Arranged
Catalogued
Categorized
Charted
Classified
Coded
Collected
Compiled
Corrected
Corresponded
Distributed
Executed
Filed
Generated
Incorporated
Inspected

Logged
Maintained
Monitored
Obtained
Operated
Ordered
Organized
Prepared
Processed
Provided
Purchased
Recorded
Registered
Reserved
Responded
Reviewed
Routed



ACTION VERBS (By Skill Categories)

Organizational Skills

Scheduled
Screened
Submitted
Supplied
Standardized
Systematized
Updated
Validated
Verified

Detected
Determined
Diagnosed
Evaluated
Examined
Experimented
Explored
Extracted
Formulated
Gathered

Researched
Reviewed
Searched
Solved
Summarized
Surveyed
Systematized
Tested

Critiqued
Developed
Enabled
Encouraged
Evaluated
Explained
Facilitated
Focused
Guided
Individualized

Research Skills

Analyzed
Clarified
Collected
Compared
Conducted
Critiqued

Inspected
Interviewed
Invented
Investigated
Located
Measured
Organized

Teaching Skills

Adapted
Advised
Clarified
Coached
Communicated
Conducted
Coordinated

Informed
Instilled
Instructed
Motivated
Persuaded
Simulated
Stimulated



ACTION VERBS (By Skill Categories)

Teaching Skills

Taught	Designed	Restored
Tested	Determined	Solved
Trained	Developed	Specialized
Transmitted	Engineered	Standardized
Tutored	Fabricated	Studied
	Fortified	Upgraded
	Installed	Utilized

Technical Skills

Adapted	Maintained
Applied	Operated
Assembled	Overhauled
Built	Printed
Calculated	Programmed
Computed	Rectified
Conserved	Regulated
Constructed	Remodeled
Converted	Repaired
Debugged	Replaced



TOP SOFT SKILLS EMPLOYERS LOOK FOR

1. Communications Skills
2. Analytical/Research Skills.
3. Flexibility/Adaptability
4. Time Management Abilities/
Managing Multiple
Priorities.
5. Willingness to learn
6. Taking Initiative
7. Leadership/Management
Skills.
8. Planning/Organizing
9. Problem-
Solving/Reasoning/Creativity.
10. Team Player
11. Handling pressure well
12. Adaptability/Flexibility.
13. Dedication/Hard-Working
14. Dependable/Responsible
15. Loyalty
16. Positive Attitude
17. Self-Confidence
18. Self-Motivated/Self-
Supervising
19. Interpersonal Abilities
20. People Skills



GOOD LUCK!

CHEERS

Twenty19 Team

www.twenty19.com