

space, which helps readers to pay attention and absorb the key points.

CAUTION

E-mail messages that you send from or receive at your workplace are not necessarily private or secure. For this reason, avoid using your work e-mail for personal communications, whether you are forwarding someone else's private message to you or sending jokes, chain letters, or petitions for good causes. Employers have been vindicated in cases in which they were charged with privacy violations for reading employees' e-mail. Most companies and organizations have an e-mail policy specifying employees' responsibilities and appropriate employer responses to violations of the policy. Be sure you know what the policy of your employer is.

42d

Résumés

A **résumé** is essentially an argument (chapter 34) designed to emphasize a person's job qualifications by highlighting his or her experience and abilities. If you create and save your résumé as a word-processing file, you can easily tailor it to various positions during your job search.

You will need your résumé to be easy to read, with clear headings, adequate white space, and traditional formatting. It should establish a strong link between you and the organization to which you are applying and should include your contact information, your work or educational experience (whichever is more suitable), your honors, your extracurricular interests, and any other relevant information.

Your résumé can be organized in either of two ways. A **chronological résumé** lists positions and activities in *reverse* chronological order; that is, your most recent experience comes first. This format works well if you have a steady job history and want to emphasize your most recent experience because it is closely related to the position for which you are applying. An alternative way to organize a résumé is to list experience in terms of job skills rather than jobs held. This format, called a **functional résumé**, is especially useful when you have the required skills, but your work history in the particular field is modest or you are just starting your career.

Regardless of the format you choose, remember that your résumé is, in effect, going to someone's office for a job interview. Make sure that it is dressed for success. Effective résumés are brief, so try to design your résumé to fit on a single page. Use good-quality paper (preferably white or off-white) and a laser printer. Choose a standard format and a traditional typeface, applying them consistently throughout. Use boldface or italic type only for headings. Resist the impulse to make the design unnecessarily complicated: when in doubt, opt for simplicity.

Hung-Wei Chun's résumé (figure 42.3) incorporates features of both the chronological and the functional formats. He starts by listing his objective, which he wrote in response to a specific job advertisement. He then mentions his education (pointing out relevant coursework) and experience, both professional and internship. He even includes an award he received for volunteer work. Hung-Wei also includes other evidence to show that he is a well-qualified job candidate: lists of languages spoken and professional memberships. The final list of activities tells an employer something about Hung-Wei's personality (that is, he is both reflective and energetic).

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R

Writing In Business

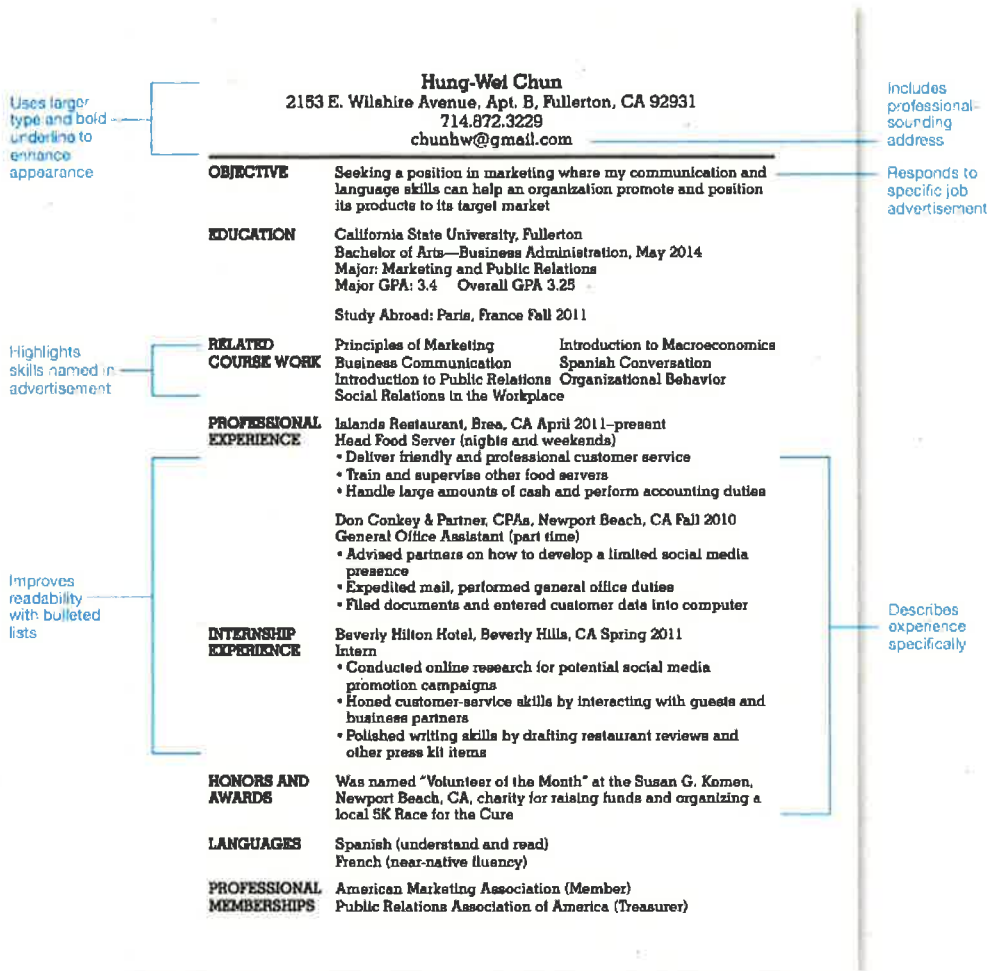


Figure 42.3. Sample résumé.

42e

Letters of application

Writing a letter of application, or cover letter, is an essential step in applying for a job. Because this letter usually accompanies a résumé (42d), it is crucial that it guide the reader to the

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R

Writing in Business

Uses personally
designed
letterhead

Tonya L. Powell

1770 Hawthorne Place, Boulder CO 80304
(303) 492-1244, tpowell@yahoo.com

May 23, 2015

Ms. Courtney L. Donahue
Director, Human Resources
Del Rio Enterprises
4839 Mountain View Avenue
Denver, CO 82511

Addresses
proper
person by
name
and title

Dear Ms. Donahue:

Identifies job and
exact page where
ad appeared

Your advertisement for an assistant product manager, appearing May 22 in the employment section of your company web site, immediately caught my attention because my education and training closely parallel your needs.

According to your advertisement, the job includes "assisting in the coordination of a wide range of marketing programs as well as analyzing sales results and tracking marketing budgets." A recent internship at Ventana Corporation introduced me to similar tasks. Assisting the marketing manager enabled me to analyze the promotion, budget, and overall sales success of two products Ventana was evaluating. My ten-page report examined the nature of the current market, the products' life cycles, and their sales/profit return. In addition to this research, I helped formulate a product merchandising plan and answered consumers' questions at a local trade show.

Relates
writer's
experience
to job
requirements

Discusses
schooling

Intensive course work in marketing and management, as well as proficiency in computer spreadsheets and databases, has given me the kind of marketing and computer training that Del Rio probably demands in a product manager. Moreover, my recent retail sales experience and participation in campus organizations have helped me develop the kind of customer service and interpersonal skills necessary for an effective product manager.

Discusses
experience

After you have examined the enclosed résumé for details of my qualifications, I would be happy to answer questions. Please call me at (303) 492-1244 to arrange an interview at your convenience so that we may discuss how my marketing experience, computer training, and interpersonal skills could contribute to Del Rio Enterprises.

Refers reader
to résumé

Asks for interview
and repeats main
qualifications

Sincerely

Tonya L. Powell

Tonya L. Powell

Enclosure

Figure 42.4. Model letter of application. (© 2013 Cengage Learning)

In the paragraphs that follow, describe the specific ways your education, experience, and abilities qualify you for the position. Remember, your reader wants to find out quickly what exactly you can contribute to his or her organization. Generally, two body paragraphs follow the introductory paragraph: one describing relevant education, the other relevant work

TIPS FOR WRITING LETTERS OF APPLICATION

- Address your letter to a specific person. If you are responding to an ad that mentions a department without giving a name, call the company and find out who will be doing the screening. If you cannot obtain a specific name, use an appropriate title such as *Human Resources Director*.
- Be brief. You can assume that the recipient will be screening many applications, so keep your letter to one easy-to-read page.
- Mention that you are enclosing a résumé or refer to it, but do not summarize it. Your goal is to attract the attention of a busy person (who will not want to read the same information in both your letter and your résumé).
- Indicate why you are interested in working for the company or organization to which you are applying. Demonstrating that you already know something about the company and the position, and that you can contribute to it, indicates your seriousness and motivation. If you want more information about the company, locate an annual report and other information by searching the web.
- In your closing, be sure to specify how and where you can be reached and emphasize your availability for an interview.

experience. In your closing paragraph, offer any additional useful information and make a direct request for an interview.

Letters of application follow the general format of all business letters (42b).

42f Oral presentations with PowerPoint

Oral reports accompanied by PowerPoint presentations are commonplace in business. Such reports can be either internal (for supervisors and colleagues) or external (for clients or