Dear Client

We are excited to start the process of accelerating your career journey with you.

When providing our team with input regarding additional information that may be required for your CV rewrite please peruse the following list carefully. One of the most important elements of a CV re-design is to create a CV that has more commercial impact. Many CV’s today are far too technical and do not speak to a broader audience.

We would prefer that you select at least six of these items and personalise each item for inclusion into your CV. Please note that these are merely examples and we recommend that you attempt to provide unique and relevant content that compliments your CV.

Please proceed as follows:

* *Please copy and paste or highlight the items that you feel are most suited to your experience.*
* *Provide a cross reference to your career background or example for each item that you choose. (you may copy and paste content from your CV)*
* *Please rate the items you choose.*
* *Please provide context where relevant this may include figures, countries or any other information that provides the reader with a better idea of the size or complexity of your commercial impact.*

Good luck.

**EXAMPLES OF SKILLS EXPERTISE TALENTS**

**Business Acumen and Customer Centricity I** Perceived impact and implications of decisions within other departments at the organisation. Understand the key business issues affecting profitability and growth of an enterprise. Identify and provide solutions to address customer needs.

**Corporate Entrepreneurship I** Identify new business ventures within the company.

**Problem-solving & Analysis I** Observe, think clearly and discern relationships in confusing situations. Identify the underlying cause of a problem. Grasp abstract information, discover new concepts. Cognitive flexibility to adapt quickly to different tasks. Investigate and gather information, work with detail in a systematic and precise manner, identifying subcomponents and linkages.

**Employee Motivation, Behaviour and Development**

**Management Accounting I** Cost management through management accounting, activity- based costing. Capital budgeting and cash flow projections. Controlling fixed costs, optimising variable costs.

**Innovation I** Create innovative solutions by linking unrelated existing items to create a new product to solve issues within the organisation.

**Management and Leadership I** Strong leadership with managerial orientation. Motivational leadership style, through incentives, personal and team development and encouragement. Identify potential in individuals and enable them to operate at full potential. Create an environment for team members to be individualistic and operate at individual strengths. Manage multi-disciplinary teams in any sector, align team objectives with organisation strategy.

**Operations Management I** Managing operational performance and production planning. Optimize through product mix, cost reduction and increases in efficiency. Create link between maintenance and production department.

**Maintenance Management I** Selecting maintenance tactics, optimizing maintenance strategy. Plan maintenance shut downs to coincide with production programmes. Coordinate shut down plans. Calculate availability and efficiency ratios, optimise and improvements as result of ratios.

**Strategy & Planning I** Open to new ideas and experiences, able to connect current micro and macro trends to organisation and formulate strategy to adapt or incorporate applicable trends.

**Leadership I** *>>NAME<<* has demonstrated his leadership capability throughout his career.  At Transaction Capital Recoveries, he has progressed through distinct and varied roles in the organisation to his current role as Managing Director. Notably, strong leadership was required during the merger of two competitive collections businesses (then MBD and CMS) where >>*NAME*<< played a key role with contentious issues and strong personalities on either sides.  >>*NAME*<< leads by example, is collaborative in his approach and integrity is key to his leadership style.

**Business Initiator I** Through a deep understanding of the business and the environment in which it operates, >>*NAME*<< is able to demonstrate insight and obtain buy-in from stakeholders to identify, initiate and drive change.  >>*NAME*<< has demonstrated this ability to adapt and drive change through a strong financial background, his business acumen, his ability to think strategically and simultaneously assess risk – all in conjunction with his ability to rapidly garner detailed knowledge of operations, systems and processes. >>*NAME*<< initiated the formation of the new legal recovery division, created from amalgamating disparate entities with complicated management. >>*NAME*<<’s leadership enabled a quick turnaround to that of a highly effective and co-operative management team.

**Big Picture Thinker I** >>*NAME*<< combination of finance, strategy, risk and operational experience enables him to conceptualise big picture opportunities and challenges, understand the key levers and proactively action initiatives.    >>*NAME*<< continues to lead the organisation through fundamental changes linked to changing legislation in the consumer credit environment.

**Stakeholder Management I** A key strength of >>*NAME*<< is his ability to communicate verbally and non-verbally with all stakeholders. He has the ability to engage constructively with the most junior levels, to developing relationships with his peers, to managing upwards and dealing with external stakeholders such as clients, shareholders, regulators and funders.

**Transformational Leadership and Management Skills I** I provide leadership and manage change in high-performance environments. I have excellent communication skills, especially when dealing with demographically diverse and cross-functional teams.

**Commercial Innovation across the entire scope of specialities I** I have strong commercial experience. I am able to work across the entire scope of business specialities from Finance to Business Development. I create strategic options for business opportunities and challenges and then lead and manage a team to ensure successful implementation. I drive concepts to working solutions by ensuring correct processes, align resources and financial outcomes.

**Operations Management I** My experience in daily operations management ensures that I am able to lead through effective planning to increase revenues, reduce costs and manage risks. I empower organisations to be adaptable, insightful, collaborative and agile by implementing proven methodologies, emerging technologies and best practices to drive successful operations and growth.

**High intelligence combined with a big picture thinker attitude I** I am able to conceptualize the big picture opportunities and challenges and understand the key levers and proactively action initiatives that need to be addressed.  I can see the outcome and am able to move towards a solution with focus on delivering results for all stakeholders.

**Outstanding soft skills and personality traits I** Excellent Project Management Skills / Highly IT Literate / Evaluative / Internal Locus of Control / Grit / Excellent Public Speaker & Presenter

**Deal Making I** Since the start of my career in media, initially limited to the sales function, I have consistently been a top performing member of the sales team. In 2004 it earned me the accolade of **Rookie of the Year**, competing against 50 other sales people, followed up in 2005, 2006 and 2007 with top 3 placements, having also taken on a managerial role. Since 2008, having then established my own media business, I remain the company’s top deal maker with more than **60% of the revenue** attributed to my personal sales.

**Establishment and development of media projects into viable, sustainable industry-leading commercial entities I** *>>BUSINESS NAME<<* remains to this day one of the most successful and highly regarded luxury magazines in South Arica. *>>BUINESS NAME<<* has won 5 Awards for Publishing Excellence in its 9-year history. *>>BUSINESS NAME<<* magazine has just been profiled in the *NY Times Magazine* as a thought-leader in the African bridal industry and is the only South African magazine with an International footprint.

**Key Account Management I** 50% of my total sales revenue year on year is existing business. In 2014, I led a company strategy of turning existing customers into super customers by upselling clientele that had in varying degrees invested in our media platforms. The result was anything between **20% and 300% increase** in annual spend within a large part of the existing client base. Other than a complete change in marketing strategy that involves migration to media formats for which we do not cater, I maintain significant business relations with 70% of my clientele, minor relations with 25% and 5% do not recur.

**Conceptualising and Launching Self-Funding Media Projects I** I have successfully launched five magazine brands from scratch that were immediately self-funding, along with three re-launches of existing brands following the reinvention of failed business models.

* Broad-based **commercial experience** in leading a multimillion rand business.
* **Strategic vendor negotiator** across multiple industry sectors
* **Business Solutions Architect** with a strong outcomes-based focus.
* **Product placement** and ability to integrate a product into the marketplace successfully.
* Development of **revenue-based solutions**.
* Strong **analytical** skills, especially in the development of **solution-based case** **studies**.
* Skilled in market/sales and all other **go-to-market strategies**.
* Strong **consultative** skills with a focus on understanding client needs at **board level**.
* Skilled **campaign development** to ensure excellent **market penetration** of product.
* **Mergers & acquisitions**
* **Strategy** formulation and execution
* **Information Technology** - 15+ years in various fields
* **Performance improvement** -  operational, "minimum viability methodologies" and sustainability
* **Marketing** - events, campaigns, social media
* **Digital** - Automation of systems, business continuity, efficiency
* **Results-driven** - Entrepreneurial, performance-based
* **Strategy formulation**
* **Managing** **project** **teams** on large strategy projects at high profile clients to develop and deliver specific strategies

**Corporate venturing** | Researching and developing ideas from ideation through to commercialisation at a major oil company

**Market insight |** Consulting on the strategic fit of buying or partnering with various companies or entering new markets (involving sound research and analysis, alignment with client strategy in terms of finance, geography, commodities, value chains, operations). Market sizing and segmentation for financial services, education, ICT and manufacturing clients.

**Sales and pipeline management |** Running Step’s Centre of Excellence for Sales & Pipeline: proposing to clients, closing deals, pricing, managing pipeline and training teams.

**Strategy implementation** | Implementing initiatives following the development of business optimization strategy

**Target operating models** | Developing processes and tools as part of a to-be broker facing strategy at a major insurer

**Business intelligence & corporate dash boarding** - Identifying drivers and defining / extracting relevant data from client databases for tailored dashboards for an insurance Exco.

**Value proposition development** | Interviewing client teams and extracting key value proposition content from complicated offerings.

**Investor relations |** Managing and developing investor presentations and private placement memoranda for mining and private equity clients.

**Communications strategy |** Developing internal corporate communications strategy and content as well as external PR for a major oil company.

**Commercial Innovation across the entire scope of specialities** |I have strong commercial experience. I am able to work across the entire scope of business specialities from Finance to Business Development. I create strategic options for business opportunities and challenges and then lead and manage a team to ensure successful implementation. I drive concepts to working solutions by ensuring correct processes and align resources and financial outcomes.

**Transformational Leadership and Management Skills** | I consult and interact at board level and have strong leadership skills, ensuring that teams in the business focus on fulfilling organisational strategic initiatives. Growth performance environments. I have excellent communication skills especially when dealing with cross-functional teams.

**Operations Management** | My day to day operations management experience ensures that I am able to lead through effective planning to increase revenues, reduce costs and manage risks. I

empower organisations to be adaptable, insightful, collaborative and agile by implementing proven methodologies, emerging technologies and best practices to drive successful operations and growth.

**Exceptionally creative and innovative** | My confidence with numerical problems stems from my engineering background coupled with my creative and artistic side where I do graphic design, film,

photography and editing aerial video as a hobby. This allows me to consider and oversee several aspects of a business unit. I am able to provide very unique and well thought through solutions and perspectives which are creative in concept and grounded in numbers.

**Problem solving** | Problemsolving is something that draws my attention and internally motivates me. As an engineer it is expected that I solve numerical or engineering problems but my interest to solve problems goes far beyond that, the existence and acceptance of inefficiency and wastefulness annoys me and drives me to find more effective solution.

**Variety of experience** | My industry experience has been very diverse allowing me to operate in the many different facets of an organisation, starting out in consulting I managed a Large Anglo American platinum project. I moved on to design engineering equipment for the mining sector and then subsequently moved on to the sales side. The different perspectives I have gained allows me to understand the different aspects of businesses and the pressures, risks and concerns of them respectively.

**Commercial Innovation across the entire scope of specialities |** I have commercial, project and design experience. I am able to work across the entire scope of business specialities from Sales, Engineering to Business Development. I enjoy developing big picture strategic goals and business opportunities, then aligning internal resources to achieve long term goals then lead and manage a team to ensure successful implementation. I drive concepts to working solutions by ensuring correct processes and constant improvement and adjustment.

**Technical Engineering solutions |** My structural design experience ranges from conventional steel designs to the less conventional floating structures that I designed, which were standardised and modularised. This variety of environment from a Platinum smelter in Rustenburg and walkways designed for union strikes, to drainage structures in a mine in Germany, as well as a water extraction system for a brewery in Nigeria, have all presented many different challenges and allowed me to make very unique solutions.

**Marketing/social media and digital** - My attraction to Digital marketing is grounded in the merging of social, creativity and analytics, my current role has allowed me to develop into the digital marketing role and understand the many different ways that it is more effective than conventional above the line marketing at obtaining and segmenting customers. I have been able to establish the creation of E-commerce platforms and social media advertising campaigns allowing me to drive traffic and sales to the platforms.

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* **Results-driven** - Entrepreneurial, performance-based
* **Strong Project Management skills** – >>*name*<< has managed several large projects and has a solid understanding of project principles. These projects were carried out under pressure and >>name<< is able to perform under pressure.
* **Diversity management** – >>*name*<< is able to fit into any environment and perform very quickly with targeted results under extreme pressure. She is able to move into diverse corporate cultures with ease.
* **Analysis –** >>*name*<< has the ability to understand the objectives, facts and communicates them in such a way that both up and down lines can understand. She uses her analysis for trouble shooting.
* **Leadership:** >>*name*<< is highly motivated and leads from the front, often taking initiative. She has managed large teams and is able to work productively.

**Interpersonal and networking skills** - I am able to relate to people of all ages and backgrounds. I have built up a solid network of business associates, development houses, media agencies, creative agencies and Vodafone colleagues.

**Group/team working skills** - I work well with other people, am comfortable leading a team and enjoy building high performing teams from scratch.

**Communication skills** - Through my role in marketing and product development over the last 9 years, I have done copy writing, press releases, internal communications, product development documentation (CPD, BRS or CR’s) and roadmaps. I communicate well with senior company stakeholders as well as delegating work to junior team mates.

**Presentation skills** - I am comfortable talking in front of small or large groups of people. This skill has been built on from school, Toastmasters and university and has developed on from my role as a supervisor, marketing coordinator and product manager.

**Agile product management** -Over the last 18 months, I have been responsible for aligning the processes and structure in the online product team.

**High intelligence combined with big picture thinking |** Able to conceptualize big picture opportunities and challenges and understand the key levers and drivers of profitability within a business. Proactively action improvement initiatives focused on delivering results for stakeholders.

**Business Turnaround** | Ability to analyse the greater business entity as well as internal departments with a focus on unlocking working capital. Creation of business objectives enabling a business turnaround and improvement which meets strategic initiatives, allowing the greater leadership team to meet their commercial goals.

**Business intelligence & corporate data analysis** | Identifying drivers and defining / extracting relevant data from client databases. Ability to analyse and understand data to suggest relevant commercial interventions with the aim of business turnaround.

**Passionate about data analysis with the goal of enhancing business performance** | Analysing, optimising and managing data at a deep level within a company

**Disruptive analysis and innovator** | Drives concepts to create working solutions by ensuring correct processes, aligning resources and financial outcomes. Ability to identify areas of strategic improvement within the framework of a large business and to propose and implement measure’s to successfully improve these problems.