

HELP! What is an OBJECTIVE?

A resume's objective is your chance to tell an employer what you can do for them! Contrary to the old school "a position where I can continue to grow" **the objective should** disclose

1. What you have to offer a company that sets you apart from your competition.
2. Specifically what job you are applying for. With so much competition amongst job seekers, employers receive hundreds of applications and resumes daily. If the employer has several openings and cannot tell which opening you are applying for they will pass over your resume to one that does reveal the exact position for which the job seeker believes they are qualified.

*You might be thinking "after an employer reads my resume they can decide which position best suits me." **WRONG!** The employer does not need to place you in their company. You need the job and need to advocate for a specific position so that you won't be passed over.

*Determining where you fit in the organization is a waste of time for employers when there are 200 more resumes to go through targeted to the specific job opening you are competing for.

The misconception of resume direction is a whole other topic; however with a precise objective your resume is on its way to landing you an interview and won't leave the reader guessing.

Here are sample objectives:

1. Provide dental hygiene care to patients, implement education and previous experience to encourage good oral health practices and establish staff/patient rapport
2. To obtain a Nurse Assistant position in a Healthcare Facility where my 10 years of professional experience can continue providing quality nursing services to patients.
3. A position as the Assistant Store Manager of (store name goes here) where my previous retail management experience can contribute to the continuous success of your company.
4. A receptionist position where my previous experience (education can also be used here) can continue providing clients with excellent customer service.
5. (Position title goes here) position where my 5 years of progressive business experience demonstrating effective communication, relationship building, customer service and leadership qualities can be contributed to the expanding efforts of a community services position.
6. Demonstrate and promote professional world class customer service applying my training and experience in a Customer Relations position

(These objectives tell the reader not only which position they want but expresses to an employer what they plan to do for them)

*Note: When writing the position title in your objective make sure it exactly matches the position title for which you are applying. YES, that means your objective should change for every job you apply.

Words not said in a resume objective:

1. "I" implies being selfish – the employer is NOT interested in what you want but rather what skills you have to offer therefore: Don't be afraid to use the word "my" for my skills, education, training, experience, but be very afraid of the word "I".
2. Want – Again as with "I" want implies you believe the company should give you something and the last thing an employer wants to hear is what you believe they owe you!
3. Growth and/or Advancement or any synonym of the words – In the right context, if you're telling the employer you want to "foster the growth" of their company, fine use these words. Most often this is not what job seekers convey when Growth and Advancement are used; the inference instead implies your needs. Employers don't want to hear what you desire in the work place, "advancement opportunities" or "career growth". –NO