



PERSONAL PROFILES / STATEMENTS - DO'S & DON'TS

When writing your personal profile/statements make sure you consider the following Do's and Don'ts.

DO's

- Get straight to the point
- Answer the key questions: who are you? What can you bring to the role? What's your career goal?
- Add value by being specific. Quantify your achievements with numbers, rather than hinting at your success.
- Avoid clichés such as 'team player' and 'goal-oriented.'
- Use the job description to show that you're a perfect fit for the job.
- Think about the power words you use, leave out the out of date clichés 'passionate, giving 150%'.

DON'TS

- Don't be too generic. Tailor your statement to the job instead.
- Don't focus only on yourself. The best personal statements cover the skills you would bring to the company that no other candidate can.
- Don't confuse it with your cover letter or employment history.
- Your statement is a short introduction, so keep it that way - it should be no more than 4-6 sentences, think between 50-200 words.
- You need to include concise examples of your career to date, such as 'A financial analyst with eight years' experience', but make them brief.
- Don't think of it as a list and ensure its pleasant and varied to read. This means avoiding statements like: 'I am a recent Business Economics graduate. Excellent analytical and organisational skills. I am a driven and self-motivated individual who always gives 100 per cent in everything I do. Proven track **record of success**'.