



Please return application form and information to: mail@winningcv.co.uk

APPLICATION FORM (PREVIEW ONLY)

Application Form Sections

To assist customers with information requirements, we have included nine sections to help customers break down each element of the CV using clear headings. The application form is flexible enough to allow copying and pasting from other documents or to carry on typing without causing disruption to the layout of the application form. **Please remember, it is only optional to complete every section.**

Existing CV available: Please complete sections 1, 2 and 3 to give a useful candidate overview.

No existing CV: Please complete all relevant sections because no current CV is available.

Additional Sections: We will advise should further sections need completing.

SECTION 1: PERSONAL INFORMATION – compulsory

SECTION 2: CAREER ASPIRATIONS - compulsory

SECTION 3: SKILLS & QUALITIES PROFILE - compulsory

SECTION 4: EMPLOYMENT HISTORY – complete if no existing CV

SECTION 5: TRAINING & DEVELOPMENT – complete if no existing CV

SECTION 6: TECHNOLOGY & COMPUTING – complete if no existing CV

SECTION 7: EDUCATION BACKGROUND – complete if no existing CV

SECTION 8: ACTIVITIES & INTERESTS – complete if no existing CV

SECTION 9: OTHER INFORMATION, AWARDS & ACHIEVEMENTS

SECTION 1: PERSONAL INFORMATION

Please clarify personal information and contact details below:

- Full Name:
- Address:
- Main Contact Number:
- Email Address:
- Nationality:
- Geographic Mobility:
- Driving Licence:

SUPPORTING NOTES

- Main Contact Number: We recommend using mobiles with voicemail (carried everywhere).
- Nationality is used to define work permit status (we help to deal with work permit issues on CVs).
- Geographic Mobility: Mention a preferred country, region or city.
- Driving licence is an important skill to mention (essential to mention if you have one).
- Employers cannot discriminate on personal information – no need for age, gender or date of birth, etc.



SECTION 2: CAREER ASPIRATIONS

This section examines career motivations, career objectives and unique selling points. These answers form an important part of how we target your CV, construct the personal profile and introduce you effectively as a credible candidate. The idea is to impress recruiters and persuade them to read on. We have outlined some questions to help guide you – **it really helps us to understand what you want to do and why!**

We also need to be aware of any potential issues regarding the construction of your CV, such as career breaks, employment gaps, unfinished university courses or other problems. This is so we can resolve any difficulties and deal with them in your CV.

The following questions deal with important elements of your CV, helping us to position CVs towards targeted roles. This makes your CV more effective and focused. **Please answer where appropriate – it is not necessary to answer all questions – only ones that apply.**

SOME CAREER QUESTIONS

Question 1: Career Objective – what you want to do!

What are your overall career objectives?
What would you like to be doing in 5 years time?

Answer Here:

Question 2: Career Motivations – why?

Why have you chosen this particular career path?
What motivates you about this career path?

Answer Here:

Question 3: Unique Selling Points – offering something different

What is the one thing you do best or are particularly good at in a job context?
What areas of expertise can you bring to your preferred role?

Answer Here:

Question 4: Things to be included – important information

Are there any important aspects which need to be included in your CV?

Answer Here:

Question 5: Difficulties to be considered – dealing with CV issues

Are there any other issues (i.e. career breaks) and considerations with regards to your CV?

Answer Here:



SECTION 3: SKILLS & QUALITIES PROFILE

We like to build up core competencies within CVs by identifying key skills, qualities and expertise. This is a simple and effectively method of telling recruiters exactly what candidates are good at in an effective format. We will also use positive language like created, managed and led to show responsibility wherever possible to reinforce skills and qualities. **Please highlight, underline or bold 10-12 skills that apply most.**

- | | |
|---------------------------------|--------------------------------|
| Ability to close deals | Ability to fit in |
| Ability to learn & develop | Adaptability to change |
| Administration | Analytical ability |
| Attention to detail | Awareness of budgets |
| Awareness of targets | Business acumen |
| Coaching & feedback skills | Common sense |
| Conscientious | Creative |
| Customer service skills | Deadline-orientated |
| Dealing at all levels | Decision-making skills |
| Driving licence | Empathy skills |
| Flexibility | Ideas generator |
| Influencing / persuasion skills | Investigation skills |
| IT / computer programming | Languages |
| Leadership | Logical thinking |
| Managing expectations | Multi-tasking |
| Negotiation skills | Numerical ability |
| Oral communication | Organised |
| PC literacy | People Management skills |
| Planning skills | Presentation skills |
| Prioritising | Problem-solving ability |
| Project management | Relationship building |
| Report-writing | Salesmanship skills |
| Strategic thinking /awareness | Supervisory skills |
| Team-building skills | Working under pressure |
| Written communication | Other – Please specify: |



Personal Qualities – please underline or highlight those which apply most.

- | | | | |
|--------------|-------------------|--------------|----------------------|
| Ambitious | Career-orientated | Committed | Confident / positive |
| Determined | Energetic | Enthusiastic | Friendly |
| Hard-working | Honest | Intelligent | Level-headed |
| Loyal | Personable | Proactive | Professional |
| Reliable | Resilient | Responsible | Self-motivated |

Other – Please specify:



SECTION 4: EMPLOYMENT HISTORY

This section examines professional work history, evidence of suitability and examples of where candidates have applied their knowledge, skills and expertise. In addition, we are looking for evidence of career progression, a growing track record of achievement and any initiatives or projects likely to differentiate candidates from one another.

Top Board Executives: Provide evidence of high level achievement, strategy, leadership and expertise.

Senior Management: Career progression, achievements, solid expertise and proven management record.

Professionals: A growing track record, management experience, expertise and wider growth potential.

Graduates: Showing long-term potential and some work experience (part-time, voluntary or placements).

For each employer, we need to capture certain information to help build up evidence of suitability, areas of expertise and achievement to add value to your CV. We have constructed a useful format to use as a guideline for each employment role. Please feel free to copy and paste from other documents.

Job Title:

Employer:

Location:

Dates:

Company Activities:

Job Description – Overview:

Areas of Expertise:

Achievements:

Job Title:

Employer:

Location:

Dates:

Company Activities:

Job Description – Overview:

Areas of Expertise:

Achievements:

Job Title:

Employer:

Location:

Dates:

Company Activities:

Job Description – Overview:

Areas of Expertise:

Achievements:

Remember, evidence of past performance is a likely indicator of future performance and evidence of suitability, so it is important to be specific and show credible examples for your CV.



SECTION 5: TRAINING & DEVELOPMENT

Employers look for evidence of wider learning, career development and overall potential. In particular, employers look for investment in training, professional qualifications, management and personal effectiveness courses, skills development and any other company-specific training. Please profile any relevant courses and professional skills training.

Answer Here:

SECTION 6: TECHNOLOGY & COMPUTING SKILLS

Technology plays an integral role within the work place. Most processes are automated and the use of IT systems is extensive, so there is a need to profile transferable IT skills. It is important to profile company-specific systems, specialist software packages, customer databases, professional accreditation (i.e. CISCO systems) and levels of proficiency in Microsoft Office applications, etc.

Answer Here:

SECTION 7: EDUCATION BACKGROUND

Education is important to show evidence of structured learning and future wider potential of candidates. It is important to profile university education, though the level of detail required will depend on how recent the course was. For instance, recent graduates are going to place more emphasis on education, probably to compensate for lacking a career track record. Executives completing Masters Programmes will also want to show strong evidence of higher educational achievement in their CVs.

Recent Graduates: Please profile course details, relevant subjects, course specialisation and dissertation.

Executives: Keen to show higher level educational achievements, particular if relevant to targeted roles.

Secondary Education: Only profile grades if they were excellent (only a brief overview required).

Recent Graduates

Course Title and Grade:

University Institution:

Location:

Dates:

Key Courses:

Areas of Specialisation:

Dissertation:

Any Achievements:

Executives

Course Title and Grade:

University Institution:

Location:

Dates:

Areas of Expertise:



SECTION 8: ACTIVITIES & INTERESTS

We do not place great emphasis on activities and interests, though they can be mentioned if relevant to targeted roles, demonstrate specific skills, highlight areas of achievement or include voluntary work experience. Activities and interests are essentially talking points for interview – we would rather focus on other areas of the CV. **This section is optional and only include if they are likely to add value to your CV.**

Answer Here:

SECTION 9: OTHER INFORMATION, AWARDS & ACHIEVEMENTS

Aspects included within this section will help to clearly differentiate candidates as we look to profile wider evidence of achievement and recognition. This can include memberships, special awards and charity fundraising for instance. We also allow space for candidates to include any other information relevant to the CV, yet not mentioned elsewhere in this document.

- Professional Memberships
- Career Recognition / Awards
- Academic Recognition / Awards
- Special Awards (i.e. Duke of Edinburgh)
- Charity Fundraising Projects
- University / School Projects
- Committee Membership
- Special Achievements / Awards
- Other Information relevant to the CV not covered elsewhere.

Answer Here:

Thank you for completing and returning the Application Form.

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DISCLAIMER: PLEASE SAVE A COPY TO YOUR COMPUTER BEFORE SENDING YOUR COMPLETED APPLICATION FORM BACK TO WINNING CV. WE ARE NOT RESPONSIBLE FOR LOSS OF INFORMATION OR DOCUMENTS NOT BEING RECEIVED BY EMAIL. MANY THANKS.