

User guide for IMD CV Template

1. Using the IMD CV template complete your CV.
2. **DO NOT change anything with regards to overall format** - this includes paper size (A4 should remain as default), colour of typeface, fonts, bullet format and spacing, margins or anything else.
3. You can add a bullet point on the work experience section by clicking on one task, then clicking the right arrow followed by the “enter” tab.
4. Use a recent photograph –a professional style electronic photograph / high resolution setting, min. 150 DPI, size 150KB and JPEG format / no background scenery.
5. The **personal branding statement** introduces your CV and should present a brief summary (4 lines max.) of the experience (industry, functions), characteristics and skills that differentiates you and have made you successful.
6. In your **work experience** the bullets (tasks) need to be clear, relatively concise, and follow the CAR format.
 - **C (Context).** Your bullet needs to give some sense of what environment you were in or what you were trying to achieve (for you or for a larger purpose)
 - **A (Action).** This is the most important part. Tell what YOU did and be specific enough to help the reader understand your contribution or approach.
 - **R (Result).** It's very important to say what was achieved by your efforts, whether it was you, your company, or your client that benefitted. Even when you are responsible for only a small part of a big project, you should understand and be able to articulate the impact of your work.
7. Choose your **interests** and activities that show a quality you think is relevant, a passion you have and want an employer to know about. Rather than a plain list, choose a 2-3 and give some detail that makes them more specific and shows a degree of mastery, effort, engagement, or achievement.



IMD

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