

# Tip Sheet: JOB APPLICATIONS - HOW TO STAND OUT

## How to Stand out when Applying for a Job

Ever heard the saying “be yourself” - because “everyone else is taken”?

Every single one of us is unique. We have our own strengths, interests, passions, and special things we bring to our workplace and job.

When you are applying for a job, here are some ways you can stand out and communicate your uniqueness.

### Communicating your story

Knowing what makes you unique and being able to communicate this in your resume and/or cover letter is a great way to stand out when you’re applying for a job.

Making sure you stand out doesn’t have to be about skills, experience or qualifications. It could be something to do with how you approach your work, your personal interests, how you communicate and build relationships - or even what motivates you - your personal “why”.

When you’re writing your cover letter and resume, communicating your uniqueness, your “story” and your personal “why” is key.

### Do your research

Making yourself stand out starts with understanding what the employer or hiring manager is looking for.

Are they looking for specific skills and experience? A particular personality type or communication style? Are they hiring for attitude over experience and looking for someone who is keen to learn on the job?

In any case, standing out is about making sure *what* you communicate about yourself - and *how* you communicate it - is matched to what the employer is looking for.

This starts with a detailed review of the job advertisement and/or job description. Find the key words and phrases - and think about how you can demonstrate that you have these things.

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### **Customize your application**

To make your application stand out, use recent examples of any experience that is directly relevant to the role and tasks involved.

To demonstrate your “fit” in terms of approach, attitude, and personal style, you can use feedback you’ve had from previous managers or teammates.

### **Focus on values and achievements (not skills)**

A standout resume doesn’t simply list skills and responsibilities. It goes into detail about what you achieved in previous jobs. It also communicates your personal values and how you approach your work.

### **Be yourself**

When you get to the interview stage, it’s important to simply be yourself and let your personality come through. This will help you relax – and let the hiring manager to get to know you.

### **Follow up**

After the interview, sending a follow up email is a good idea. A simple thank you email or note adds a personal touch that is sure to make you stand out from the crowd.