CAREERS & MANAGEMENT HOW TO …
Get your CV past the bots

1 Warmer

Answer the questions, and then share your answers.

1. What font and font size do you usually use when you write something for work?

    E.g. *Arial 12 or Calibri 11*

2. Why do you use that font and font size?

    E.g.

    - *out of habit / because it's the one I've always used*

    - *because it's what my boss wants*

    - *because it is the cleanest / most professional / easiest to read*

3. What font and font size do you use on your CV?

4. When did you last update your CV?

2 Key words

Match the key words and expressions with the definitions below. Find and underline them in the article to see how they are used in context.

achievement	applicant	bot	candidate	column
get fancy	industry term	mess	recruiter	
remove from the equation	screen	skim		

1. someone who applies for a job ⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯

2. someone whose job is to get someone to work in a company ⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯

3. get information in order to decide whether someone is suitable for something, for example

    a job ⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯

4. someone competing for a job ⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯

5. a computer program that works automatically, especially to find information ⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯

6. not consider for something ⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯

7. short lines of writing or numbers arranged one below the other on a page ⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯

8. do something that is too unusual or stands out ⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯

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9. chaos, when things are very unclear _____

10. something that you have managed to do by working hard _____

11. read something quickly and not very carefully _____

12. a word or expression that is typical for one type of business _____

Worksheet

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Many companies now use computer programs to decide who makes it through the first round of a job-application process. DEBORAH CAPRAS has tips on how to get your CV past the computer.

1 Many large companies now use applicant-tracking systems (ATSs). As the name suggests, such systems help recruiters track and manage applicants. They also screen for the best candidates – and filter out the rest. How can you make sure your CV gets past the bots and reaches a human recruiter? Here's what the experts say.

2 ### Use the right format

"Most applications are removed from the equation because they are not formatted in a way these systems can read and interpret: Amanda Augustine, a career expert at TopResume, explains to CNBC Make It. Check which format is specified in the job ad before you upload your application. It's usually Microsoft Word format.

3 ### Keep it simple

Avoid columns and tables, as many systems have problems recognizing where these start and end. According to Alldus, a specialist recruitment company, you should keep the structure and format simple. "Don't get fancy," advises Alldus on its blog. "Use standard fonts (Arial or Calibri). Excessive formatting or decorative elements might present an unreadable mess to the ATS."

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4 ### Stick to traditions

Use traditional categories, such as "Achievements", "Education", "Professional qualifications", "Skills" and "Work experience". These systems are programmed to sort the information into such categories. "There is no standard you have to follow," says Nick Francioso of SkillSyncer, a CV-optimization tool, "but you should stick to the most popular or most frequently used ones to be safe," he tells CNBC Make It.

5 ### Understand the algorithms

"ATS algorithms aren't that different from the human algorithms," Jon Shields, marketing manager at Jobscan, tells The Muse. "We're all kind of skimming for the same things," he says. The system first skims your application for specific key words, then it ranks candidates who match the job description well. This doesn't mean you should copy and paste directly from the job description into your CV. You should, however, reuse any expressions that are recognized industry terms. This is especially important when listing your job titles, qualifications or achievements. If you're not sure which ones to include, use an online tool, for instance Jobscan or SkillSyncer, to help you find the right key words. Basically, even if you are highly qualified, unless you include the right search terms in your CV, a human recruiter will never meet you.

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3 Understanding the article

**Decide whether the statements are true (T) or false (F) according to the article.
Correct any that are false and write them in your notebook.**

1. You should use different fonts and put images in your CV to make it stand out.

2. Many large companies now use human recruiters to skim applications before they get passed onto bots.

3. Include categories and headings that the ATS expects to find.

4. Copy and paste words from the job ad into your CV to make it more industry specific.

5. Check the job ad to see if you should use a specific font in your application.

4 Vocabulary

a. **Complete the table with words from the article.**

person	noun	verb
		apply
	recruitment	recruit
–		advertise

b. **Complete these questions with the best words from task a.**

1. When did you last _____ for a job?

2. Where did you see the job _____?

3. How did you send your _____?

4. Did you talk to a human _____?

c. **Discuss your answers to the questions in task b.**

5 Job titles

a. **Write your job title in English.**

_____

b. **What job titles have you had in the past? Write them in English.**

_____

_____

_____

c. **Will these job titles sound good on a CV? Make any small changes that would
make them sound more professional.**

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6 Research and discussion

Do online research to find the main differences between how to write a CV in your country and how to write a CV in an English-speaking country. Talk about the differences that you find.

7 Writing

If you already have a CV in English, update it so that it will get past an ATS (applicant-tracking system). If you do not have a CV in English, now is the time to write one.