

Resume Objective Statements

Writing effective objective statements is often the most challenging part of creating a resume. It is easy to list your achievements at each job, your educational degrees, and your accreditations, but in most cases the objective is either written or used incorrectly.

Objective statements are discretionary, and are best suited for entry-level candidates, those aiming for the next level in their field, and career changers. For all other job searches, a qualification summary in lieu of an objective statement is usually more effective.

Situations where objective statements weaken your prospects include times when they are ambiguously worded, occasions when there are hiring opportunities with multiple roles for which you may qualify, and when they are written incorrectly.

Ambiguous Objective Statements

Hiring managers don't have the time to read between the lines of your entire resume to try to piece together your career goals. Unclear objective statements are candidates for the screened-out pile.

DO	DON'T
<ul style="list-style-type: none"> ▪ Keep it short and to the point. ▪ Say how the employer will benefit. ▪ Watch your adjectives: <ul style="list-style-type: none"> – Seeking a <i>responsible</i> position...<i>as opposed to an irresponsible one...?</i> – Seeking a <i>challenging</i> position...<i>as opposed to an undemanding one...?</i> 	<ul style="list-style-type: none"> ▪ Be vague or too general. ▪ Focus on what you want out of the job. ▪ Use personal pronouns....<i>"I am seeking..."</i> ▪ Use an objective when you are not 100% sure of what you want.

Hiring Opportunities with Multiple Roles

Job fairs are staffed with a mix of employers and employers with multiple job openings. In these overcrowded events, recruiters will stop reading your resume if their opportunities do not match your objective statement.

Objectives on resumes actually hinder certain job searches.

"I see from your resume that you want a project manager position with a bank? I'm sorry; we are not a bank. Why don't you try the next booth?"

- ▶ You may have just missed out on a terrific opportunity in a different industry. Project manager skills are highly transferable and can be leveraged across most, if not all industries.

"You are looking for a project manager position with a bank? You're half in the right place - we are a bank, but only have program office opportunities; perhaps you should try the next booth?"

- ▶ Program offices track multiple projects throughout the firm, or supervise a single large scale initiative with multiple project arms, and often require managers with hands-on project experience. This may be the ideal opportunity for you, but you now have to explain to the job fair recruiter the connection between your narrowly-written objective and the organization's needs, and hope that you can get your resume included in the pile that will be forwarded to the hiring manager.

Incorrectly Written

Objective statements contain three parts: what you seek in your next role, what you bring to your prospective employer, and what you will accomplish for the hiring organization.

Next Level Job Seeker:

- ▶ Seeking Executive Assistant position, utilizing extensive administrative and organization skills, to help senior level managers focus on their primary responsibilities in a highly efficient and orderly manner.

Career Changer:

- ▶ Seeking adjunct faculty position, drawing on 25 years of corporate technology management experience, to supplement textbook curriculum with practical and cutting edge knowledge in the field.

Entry Level Candidate:

- ▶ Seeking entry level accounting position that will utilize skills learned from recent BBA in Accounting and enriched through several internships, to help an organization prepare and maintain timely and accurate general ledger reconciliation, substantiation, and reporting.



Objective statements have their place on resumes: use them when appropriate, and use them correctly.

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