

Uncommon Sense

Providing Clarity, Promoting Intelligence

Quick Links

[Ara's Web Site](#)
[Facebook Page](#)

Issue: # 175

September 17, 2018

Dear David,

I am back from Europe and my life, which is anything but routine, resumes.

Check out the **Self-Development** column, especially if you are in a situation where you need to hand your résumé out. You'll find some ideas in there that you can use immediately. If not you, then pass it on to someone who can benefit from this column.

In the **Elephant in the Room** column, I address the significance of Nike's endorsement of Colin Kaepernick's anti-American disrespect of the flag and try to put in into context for you.

In the **From Ara's Journal** column, you'll see some musings I have about decisiveness.

And our **World of Words** column will enable you to put one more "arrow" in your vocabulary quiver.

OK, let's get started.

Ara Norwood



Self-Development

Rethink Your Résumé

Here are some cold, hard facts:

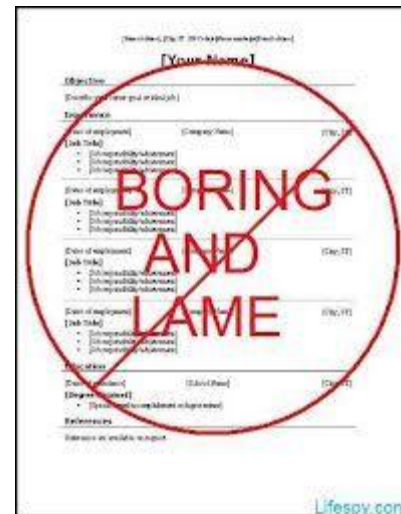
Most recruiters and even many hiring managers are not particularly warm to your résumé. They have no more inclination to reviewing your résumé than they do anyone else's. They have a job to do, and that is to fill a job opening. And 99.999% of the résumés they review look as if they were made from the same cookie-cutter. Therefore they are bored as they weed through the pile of junk that has been placed on their desk under the guise of a résumé.

Most of what I am about to say pertains to hard copy résumés as opposed to the "soft copies" that are sent electronically. Ignore this advice as your peril.

You need to do something to stand out from the crowd.

Try using unusual fonts. Nothing as crazy as a "wingding" but perhaps you can experiment with various fonts to attain a distinctive "look".

Try printing your résumé on an unusual paper, perhaps an unorthodox color. While I don't recommend fluorescent orange (even though that would certainly stand out) there are a wide variety of paper stocks out there. Discover them. Some have the appearance of parchment and have what appears to be burned edges. Perhaps that's going a bit too far. But that would definitely stand out and might even be appropriate in certain industries. And the paper doesn't have to be something other than white. A nice white paper with a linen texture, or a ribbed texture, could be very classy.



Here's another thought: most résumés are loaded with fabrications. And most recruiters and hiring managers assume that there is at least some fiction in your résumé. Two suggestions: First, take out any and all untruths. Make your résumé squeaky clean as far as being fact-based is concerned. Then, promote that reality in your cover letter. Yes, announce in your cover letter that every single scrap of your résumé is 100% truthful. That will get the attention of those who read your résumé and will likely go far to build trust.

Have you noticed that many résumés close by having their last sub-heading be about references, and then in the copy below that you see the words "Provided upon request"? Why don't you instead actually put references in your actual résumé? It doesn't really matter if you have character references or professional references. But what does matter is if the person providing the reference is from a well-known organization, or if the person providing the reference has a very responsible title (C-Level executive), or best of all, if the person providing the reference is well-known. I mean, if Warren Buffet gives you a reference, it doesn't much matter what else is on your résumé.

As a variation of a reference, consider putting actual testimonials of your work. That presupposes you are actively garnering testimonials. And that, in turn, presupposes you are doing excellent work. So keep that sequence in mind: do superb work, seek written testimonials from those who agree you do superb work, and then garnish your résumé with those sterling endorsements of your work by those who can vouch for you.

This brief note represents a starting point on how you can transform your résumé from the bland document that is likely is into a super-charged document that will grab the attention of recruiters and hiring managers alike.

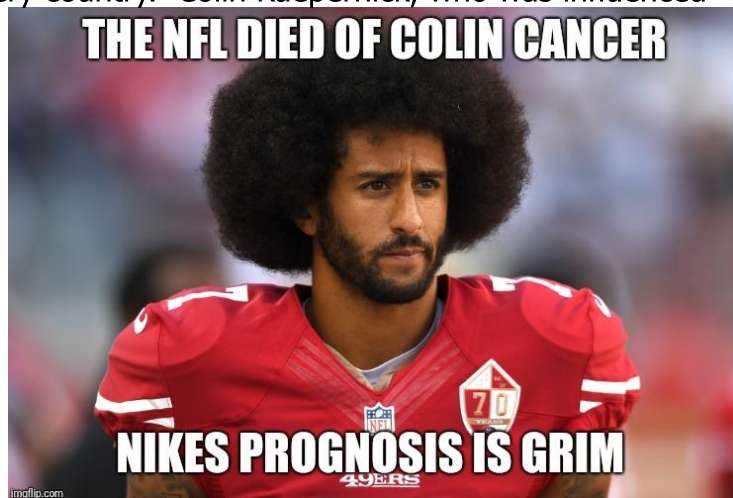
The Elephant in the Room

Nike, Kaepernick, and the Second Revolutionary War

Some commentators I admire believe we are now in a second Civil War. I feel what we are in is actually a second Revolutionary War. The Civil War pitted Americans against fellow Americans, some of whom believed slavery should be abolished and others who believed slavery should be maintained, but both of whom adhered to other uniquely American values. The earlier Revolutionary War pitted Americans against non-Americans, with Americans advocating American values and outsiders (British Loyalists who lived in America, the British Army and Navy, and Hessian mercenaries) advocating the destruction of those uniquely American values.

Today we see individual mercenaries who seek to bring harm to America, and we see movements run by radicals (Occupy Wall Street, Black Lives Matter, Antifa) who would love to overthrow the unique experiment that represents America. A one-time professional football player, who was paid millions of dollars for doing what he loved in a country that made such opportunities available to him made the decision to crap all over that very country. Colin Kaepernick, who was influenced

by his girlfriend, a BLM radical named Nessa Diab who is also a Muslim. Ms. Diab, who studied at UC Berkeley and is an admirer of the Cuban dictator, Fidel Castro, appears to have shaped Mr. Kaepernick's thinking, resulting in his claiming that, in his own words, was "not going to stand up to show pride in a flag for a country that oppresses black people and people of color." It is also noteworthy that Ms. Diab sent out a horribly racist tweet on one occasion, likening the owner of the Baltimore Ravens to a slave-owner.



So Mr. Kaepernick claims he sincerely believes our country is racist and oppressive towards black people. And he believes that the best way to protest against what he imagines is social injustice is to disrespect the flag by refusing to stand. He, of course, claims he is in no way disrespecting the flag by refusing to stand during the National Anthem. Of course, if it was 2010 and President Obama entered the room, and everyone stood but myself (as I never voted for him and consider him one of the worst presidents to occupy the Oval Office since 1900) I would rightfully be called out for disrespecting President Obama. (For the record, in spite of my low opinion of him, it would never occur to me to remain seated. I would stand out of respect for the Office of the President.) So Mr. Kaepernick is playing a sort of charade, claiming the country is racist and oppressive, which it is not, and also claiming he is not disrespecting the flag by refusing to stand, which he absolutely is.

And therein lie some of the elements of this Second Revolutionary War: people like Mr. Kaepernick on one side, essentially urinating on the flag, not seeing the flag as sacrosanct, but imagining that by claiming the entire country is racist, he now has

a right to disrespect one of the great symbols of patriotism, and true American patriots on the other side, honoring the flag, honoring liberty, honoring patriotism. The people who honor the flag, liberty, and patriotism are just as opposed to those isolated examples of racism whenever they appear. But if you ask Mr. Kaepernick, racism in America is systemic. In this he is absolutely wrong and wrong-headed.

Yet Leftists who rise to the upper echelons of corporate America will support and endorse and reward people like Mr. Kaepernick. Nike, which, at over \$34B in revenues, finds itself among the Fortune 100. Further, Nike sports a leadership team of like-minded radicals who care more about making a buzz and making more money than they do about the country that enables them to experience the benefits of free-market capitalism. Thus companies like Nike, who are run by Leftists, see people like Colin Kaepernick as having two great attributes that they can exploit; an ability to cause some controversy and get people talking, and also a value system that is anti-American which fits very nicely with the Leftist world-view.

Additional firms run by Left-leaning radicals will continue to see that promoting Leftist, anti-American causes are just as important, and often more important, than their core business. Most organizations that are run by conservatives will tend to shy away from using their platform to promote their politics. Thus, we will continue to see a one-sided battle taking place, with Leftists doing virtually all of the combat, and conservatives tending to stay out of the fray.

And that, my friends, is the latest elephant in the room.

Check out [my website](#) for tools to help you with your career, your presentations, and other matters.

Shameless Plug

Is Your Résumé Overdue For an Overhaul?

You may be gainfully employed, you may be unemployed, or you may (knowingly or unknowingly) be heading for a layoff. Having an impressive résumé can set you apart from the competition and position you for your next job.



Don't wait for the crisis. Get ahead of the game by whipping your résumé into shape now!

If you are in need of a quantum improvement of your résumé, you will benefit from my eBook, *Crafting a Winning Résumé*, which you can order by [clicking here](#).

Your résumé is your marketing brochure, and you do not get a second chance to make a first impression. Make an investment in yourself!

* * * * *

"I purchased Norwood's résumé guide last month and it's amazing! He goes through the processes step-by-step and you end up with not only a résumé that will get you that interview, but the skills necessary to be confident so you succeed in your interviews resulting in you receiving job offers (yes, offers)." -- D Smith, Santa Clarita, California

"I could not have gotten my first job without your expertise. Thank you so much! I learned that I had to reword and improve my résumé in order to be taken seriously in the workforce. I had been given tips from my professors in Health Science and other professionals but your advice was just what I needed. It took weeks of frustration waiting for interview calls when I happened to stumble across your website and discovered that I needed help. Your publication enlightened me with your knowledge on the wording and format needed to attract an employer. Furthermore, your booklet helped me recognize certain skills and work experience that I would have never considered important until you got me thinking about it. Thanks for a great product!" -- R. Espana, Valencia, California

From Ara's Journal

Decisiveness

I have had to make some hard decisions recently, and I've learned, through trial and error, to make them swiftly and decisively. Often times such decisions are painful to others. There are even tears shed at times.

But when the right decision is clear in my mind, I move on it rapidly and resolutely. And there is no turning back. There is no second-guessing.



I find such decisiveness to be a strength, not a weakness. Even those who are adversely affected by my verdict find, in time, that it was ultimately in their best interest. This may involve walking away from a friendship, terminating an employee, ending a working relationship with a supplier, getting rid of some article of clothing, or the cessation of a certain work process.

The bottom line for me is the answer to this question: If I knew then what I know now, would I still continue with the status quo with that friend, employee, supplier, clothing, or process, etc? If the answer is in the negative, and there are no other extenuating circumstances, I move rapidly to put a stop to the status quo.

And I have found, again and again, that when I get rid of what I don't want, I make room for what I do want.

The World of Words

Ardor

Building Your Power of Expression

Ardor, n.

Pronunciation: ärdər



Meaning: The word refers to enthusiasm or passion.

Usage:

- *It was 1776, and they felt the stirrings of revolutionary ardor.*
- *Clearly this audience cherished and revered Segovia's approach to the guitar, and their zeal and ardor resulted in several standing ovations.*
- *While Jane enjoyed spending time with John, she did not return the ardor he felt for her.*

New subscribers, the Special Report "11 Ways to Beat the Odds" should have been sent out to you already. If you have not received it, please communicate that to me via email (ara@aranorwood.com).

For more information on my work, follow me on Twitter ("Ara Norwood"), or on Facebook (keyword "Leadership Development Systems") or via my website: www.aranorwood.com

Sincerely,

Leadership Development Systems, P. O. Box 801681, Santa Clarita, CA 91380-1681
Leadership Development Systems

[SafeUnsubscribe™ drdorough@yahoo.com](#)

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by ara@aranorwood.com in collaboration with



Try it free today