



Infographic Resumes: A paradigm shift

In his book *The Structure of Scientific Revolutions* (1962), the philosopher Thomas Kuhn proposed that science does not follow a path of steady, cumulative progress.

Rather, it undergoes periodic and profound conceptual breakthroughs, called *paradigm shifts*. These shifts in thinking lay the basis for a new world view. Arguably, the traditional Resume is undergoing just such a shift. And it's about time.



Grab attention

In today's tech-driven world, it's hard to comprehend why recruiters and candidates alike have clung on to the old-fashioned, hand-crafted traditional resume for so long. Impersonal, unrevealing and frequently inaccurate, the traditional resume gives at best a snapshot of an individual at a particular moment in time. Its tedious lists of bland facts about the candidate's education and work history tell the reader little about the human being named in the title. Of their skills, attributes, personality and character there is nothing. Considering that the business cost of a bad hire is around \$15,000^{1,2}, it's questionable why such a blunt tool continues to be used when making such an important corporate decision.

Then there's the time factor. Hiring managers often receive dozens, if not hundreds, of applications for advertised posts, so they rarely have the time to go through each traditional resume in detail. In fact a study in 2018 using eye-tracking software that found that recruiters make up their mind about a job candidate in only 7.4 seconds!³ This means that if you want to get noticed, you have to make an impact, and fast.



So what are we shifting towards?

Nowadays if you want your traditional resume to grab a potential employer's attention and get invited for interview, you need to create an eye-catching document that uses the power of visuals to communicate what's special about you. Something that engages the reader and tells your story quickly.

A clever infographic resume can achieve this, and more. It can demonstrate key strengths such as your writing skills, your marketing and branding expertise and your presentation savvy. It can also convey much about your emotional and social intelligence, as well as your soft skills including interpersonal abilities, communication skills, your flexibility, courtesy, teamwork and positive attitude. All of these are strong indicators of a good recruit.

Tell compelling stories

But here's the rub. An infographic resume is not an excuse to show off how clever and creative you are. It's about using your intelligence to tell a compelling story about yourself, using the power of visuals to communicate what's special about you. So try to create a resume that connects you with the hiring managers you want to influence by giving them the information they need to progress your application in the lingo they best understand. Given there such a thing as a 'one size fits all' resume, it's important that you tailor yours to each position you are applying for, shaping it to meet the needs of each employer and position.



Numerous online platforms will offer to create an all singing, all dancing traditional resume. But few will proffer to provide an industry approved infographic resume. If you are serious about how you want to present yourself and wish to also convey real insight to your personality and cognitive abilities, as well as you skills you'll need to consider leveraging a psychometrically valid platform such as **PeopleHawk**. By doing so you'll not only be able to determine your personality traits, work styles and cognitive abilities. But you'll have that high impact infographic resume their platform automatically generates once you've entered all your knowledge, skills and experience.

It's time to embrace the paradigm shift and ditch the traditional resume. To paraphrase the old adage: *'the traditioal resume is dead, long live the infographic resume'*.

peoplehawk.com

References

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