

Demonstrate Your Business Value.

The difference between a good CV and one that works.

Why your CV must be more than a job description – and how to change that.

We see it every day at cyberunity: CVs from experienced Cyber Security professionals who possess the skills, experience, and complex project history – yet receive no interview invitations. Why? Because the CV lists *what* they did, not *what impact* they achieved.

DOES THIS SOUND FAMILIAR?

- Responsible for monitoring the company infrastructure
- Conducted vulnerability assessments
- Led the incident response team

Solid. But not sufficient at Professional or Senior level. The hiring manager asks: Did you prevent attacks? Did you improve processes? What risk did you reduce for the business?

WHAT EMPLOYERS ACTUALLY SAY

"Yes, we want to know what someone has done. What we want to know even more is what came out of it."

→ **They are looking for your Business Value.**

"But I Cannot Quantify That"

Cyber Security is unique: much of the work is confidential, incidents are not made public – and "nothing happened" does not feel like a success, even when it is. **But there is a way.**

WHAT THIS COULD LOOK LIKE

WEAK

"Conducted vulnerability assessments and reported findings to management."

STRONG

"Identified 3 critical vulnerabilities in the cloud infrastructure prior to the planned production launch. Through early remediation, a potential compliance breach was prevented – estimated risk: CHF 200,000+."

Same topic. Different perspective. Entirely different impact.

3 QUESTIONS FOR EVERY JOB ENTRY

- 1 What would have happened if I had not done this?
- 2 Which specific problem did I solve?
- 3 Is there a figure, a time saving, or a risk that I can name?

Responsibilities describe what you did.

Achievements demonstrate the difference you made for the organisation. That is the distinction between a good CV and one that **works**.