

Know Your Business Value. Your Cockpit for a Powerful CV.

From CV to Business Case. 9 modules that make your value visible: structured, concrete, immediately applicable.

WHAT A CV REALLY IS

Not a retrospective, but a **proposition**. Why you are precisely the right fit.

WHAT EMPLOYERS REALLY READ

Not everything, but what **captures attention** first.

WHAT SETS YOU APART

Not your individual roles, but **your concrete contribution** and how you articulate it.

YOUR COCKPIT

9 Modules. One System. Full Control.

01



Your Business Value

What is your concrete contribution? What are you paid for? Make your value explicit, not implicit.

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02



CV Gaps

What you leave unexplained will be interpreted. Frame your gaps correctly before others do.

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03



References & Education

How to handle incomplete qualifications and critical references with professionalism.

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04



The Common Thread

Crafting a coherent narrative from individual roles, rather than presenting a mere list of positions.

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05



CV Length, Photo, Age

No hard rules, but deliberate choices. What genuinely works and what distracts.

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06



Side Projects & Interests

How these either reinforce your value or cost you crucial additional points.

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07



NDA & Security Incidents

Making confidential projects visible without breaching confidentiality. The right framework.

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08



CV vs. LinkedIn

Your CV is sharply optimised. LinkedIn tells a different story. Consistency is decisive.

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09



Know Your Challenge: Interview Preparation

The interview does not begin in the conversation. It begins with knowing what you stand for and how you communicate it.

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WEAK CV

- × 'I have experience in...'
- × Listing of tasks and tools
- × No discernible impact
- × Being categorised

VS

STRONG CV

- ✓ 'I have achieved measurable impact.'
- ✓ Concrete business contribution
- ✓ Clearly demonstrable value
- ✓ Convincing

YOUR RESPONSIBILITY

- You decide **what you emphasise**.
- You decide **what you omit**.
- You decide **what leaves a lasting impression**.