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REPLACING ANY CLICHÉS

Action verbs may emphasise your skills, but clichés will dilute them. Below is a list of the most common clichés to avoid:

“Works well independently”

If working independently is a genuine strength of yours, then give an example of a time you showcased this strength and the results. For instance, try “I independently developed a new strategy that increased customer engagement by X per cent.”

“A great team player”

Stand out from the competition by providing evidence that you can work well with colleagues to reach a common goal. For instance, “I worked with our international and local marketing teams to implement a global rebrand across 12 countries.”

“Results driven”

Instead of simply stating you are results driven, you should support this claim with facts. Ensure that you give quantifiable evidence of your results, such as “I increased sales by 25 per cent.”

“A hard worker”

Prove your productivity and time management skills by giving examples, for instance; creating a successful product launch in a short time frame or never missing a deadline in two years in your last role.



—“Works well
independently”

—“A great
team player”

—“Results driven”

— **“Good communication skills”**

Be more specific by giving examples of situations in which your communication skills have really shone through, such as a presentation or sales pitch you gave which won a new client for your business.

— **“A fast learner”**

If you really want to demonstrate your aptitude, you need to put your money where your mouth is. Describe a time you grasped a new concept quickly.