

# Want the job of your dreams?

## A top-tier MBA degree may not be enough



An MBA degree from a leading business school is no guarantee of a great job, even paired with impressive work experience. An MBA's future can still boil down to a single resume.

Debra Underwood, Director of the Career Management Group at UC Berkeley's Haas School of Business, told Write It Well that "written communication skills are very important to get a hiring manager's attention and secure the chance for a face-to-face interview."



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**— Serge Shine, director at Michael Page International**

Underwood added, "Without a strong resume and cover letter, the rest of your platform may remain submerged." So the MBA programs at UC Berkeley and the National University of Singapore both looked to experts at Write It Well to help hundreds of students find jobs after business school.

In many resumes, Write It Well saw weak verbs to kick off list items, unclear wording, and long-winded language. And many MBAs neglected to customize cover letters by clearly describing how their distinctive knowledge, skills, and abilities (KSAs) matched the particular KSAs a new position required.

"It's unrealistic for an MBA to think a recruiter can spend more than 20 seconds on a resume" says Serge Shine, a director at Michael Page International. Yet it is possible for relevant KSAs to leap out in even less time than that.

Write It Well offered these MBAs a combination of live training, deeply customized e-learning modules and workbooks, and one-on-one coaching. The services helped over 500 students focus on the crucial overlap between two things: the needs of one business, and an MBA's readiness to contribute to the next employer's success.

Special formatting techniques made this overlap impossible to miss in a cover letter or resume—even in a single 20 second window taken from the workday of one extremely busy recruiter.

**500**  
students



**20**  
seconds  
each

**Write It Well and Adcom Designs have offered consulting, training, coaching, and document-support services for over 35 years. All these services help clients save time and improve results through stronger communication skills.**

