

APA | Webinar

Supercharge Your Presence

How to Write a Knockout CV

Presenters: Kyler Shumway, PsyD & Daniel Wendler, PsyD

October 18, 2019 | 1:00 PM – 2:00 PM ET

THE WEBINAR WILL BEGIN MOMENTARILY



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Welcome

Discussion Topics

How to write your CV in a way that is selling, compelling and attractive

How to find and land opportunities that make your CV stand out

How to identify the personal brand you hope to communicate to employers

DISCLAIMER

- The views expressed in this presentation are those of the presenters and may not reflect the views or policies of the American Psychological Association.
- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only.

LOGISTICS

- You are on mute
- Webinar recording after the session



HAVE A QUESTION?

- While you won't be able to talk during the webinar, please submit your questions for Drs. Shumway and Wendler by using the "Questions" field located in the webinar control panel.



PRESENTER: Kyler Shumway, PsyD



- SEO Content Director for MarketingForTherapists.org
- Author of *Get Psyched: The Therapist's Guide to the Art and Business of Public Speaking*



PRESENTER: Daniel Wendler, PsyD



- Founder of MarketingforTherapists.org
- Author of *Clicking With Clients: Marketing For Private Practice Therapists*





Hello again!

What does it mean to *Supercharge* your CV?



“Begin with the end in mind”
- Steven Covey

Opportunity



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Roadmap



CV 101



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CV versus Resume

Curriculum Vitae

- *“The course of my life”*
- Complete record
- Typically longer (2+ pages)

Resume (résumé)

- *“Abstract” or “summary”*
- Specific to the position
- Typically shorter (<2 pages)

What's in a CV?

- Education
- Work Experience
 - Current
 - Previous
 - Related/Other
- Publications
- Teaching
- Leadership
- Public Speaking
- Affiliations / Memberships
- Awards

What's NOT in a CV?

- Padding and Double-Counting
- Irrelevant personal information
- Portrait shot
- Typos and grammatical issues
- Unprofessional fonts - *Like this one*



Length

Your CV should be
as long as it needs,
but no longer

Ballpark range:

- Pre-career or student: ~3 pages
- Early career professional: 5-10
- Seasoned professional: 10+

Most importantly...

Keep it updated!



CV 101: Key Points

- Include the complete record
- As long as it needs to be, but no longer
- Keep it clean and professional

How to Tell Your Story



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How to tell your story

1. Think of your audience

How to tell your story

1. Think of your audience
2. Make a good first impression

FORMAL EDUCATIONAL BACKGROUND

Board Certification **Clinical Psychology**

American Board of Professional Psychology
October 2017

Postdoctoral M.S. **Clinical Psychopharmacology**

February 2006
California School of Professional Psychology
Alliant International University
San Francisco, CA (Portland Site)

Ph.D. **Clinical Psychology, emphasis neuropsychology**



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How to tell your story

1. Think of your audience
2. Make a good first impression
3. Use narrative summaries

CLINICAL EXPERIENCE

08/2018-Present

Doctoral Psychology Intern

University of Houston Counseling and Psychological Services, Houston, TX

Duties include individual and group therapy services with clients in a university counseling setting. Duties also include weekly rotation as “consultant on duty” responsible for triage and risk assessment of walk-in referrals, as well as outreach programming to the campus community. Referral concerns have included developmental and academic concerns, anxiety, grief, anger, depression, trauma, substance abuse, social isolation, and suicidality. Training opportunities include individual and group case conferences, diversity dialogues and multicultural seminars, and workshops on a variety of topics. APA accredited.

2012-Present

Founder of Improve Your Social Skills

ImproveYourSocialSkills.com

Authored and published a comprehensive online social skills guide that has received more than 2,000,000 visitors. The website is focused on building conversational and relationship skills in platonic relationships. Audience includes readers with autism and social anxiety, as well as general audience readers.

How to tell your story

1. Think of your audience
2. Make a good first impression
3. Use narrative summaries
4. Break it down with headers and bullets

KYLER T. SHUMWAY

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KylerShumway.com

EDUCATION

George Fox University

Doctor of Clinical Psychology (PsyD), Graduate Department of Clinical Psychology

August 2014 — June 2019

- Defended dissertation on the effects of psychotherapy for competition anxiety on brain activation.
- Relevant coursework included: Integrated Care Psychology, Neuropsychological Assessment, Consultation, Psychopharmacology, Supervision.
- Internship at Baylor Scott & White Healthcare in Temple, Texas

M.A. Clinical Psychology

August 2014 — April 2016

- Passed SFE qualifying exam to enter doctoral program.
- Relevant coursework included: Ethics, Cognitive Assessment, Personality Assessment, Cognitive Behavioral Therapy, Interpersonal and Psychodynamic Therapy, Multicultural Diversity.

Duke University

B.A. Psychology, Certificate in Human Development

August 2010 — May 2014

- Full-ride scholarship, 4-year Varsity Track and Field athlete.
- Graduation with Distinction with a 3.64 GPA, thesis on Social Exchange Rules.
- Relevant coursework included: Advanced Abnormal Psychology, Human Development, Aging and Adulthood, Cognitive Psychology, Psychopathology and Psychotherapy.

How to tell your story

1. Think of your audience
2. Make a good first impression
3. Use narrative summaries
4. Break it down with headers and bullets
5. Get feedback



Seeking Opportunity



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What is your story?



Seeking Purposeful Opportunity

1. Leverage internal opportunities



Seeking Purposeful Opportunity

1. Leverage internal opportunities
2. Minimal stress per hour



Seeking Purposeful Opportunity

1. Leverage internal opportunities
2. Minimal stress per hour
3. The 10X goal



Narrow it down
5/25



A Good CV Never Stands Alone



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Building Support for the CV

Have a platform

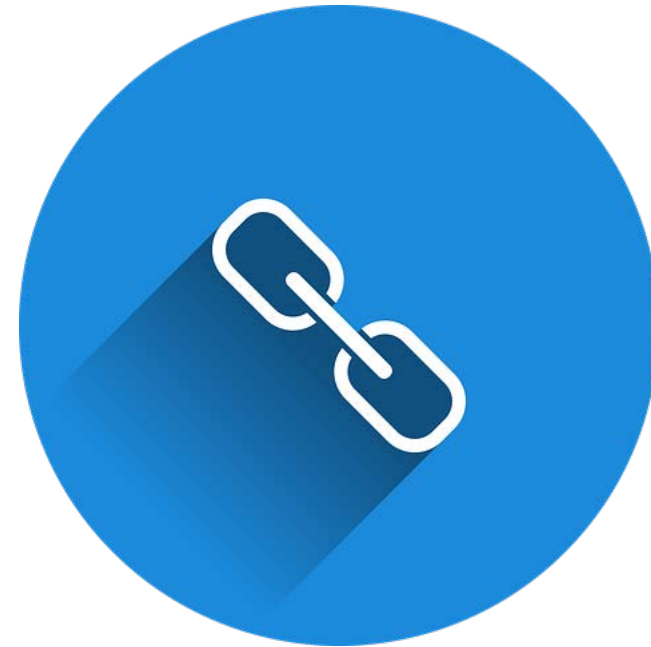
- Personal website
- Social media
- Publications
- Speaking



Building Support for the CV

Link your Portfolio

- Personal site
- Organizational site
- LinkedIn



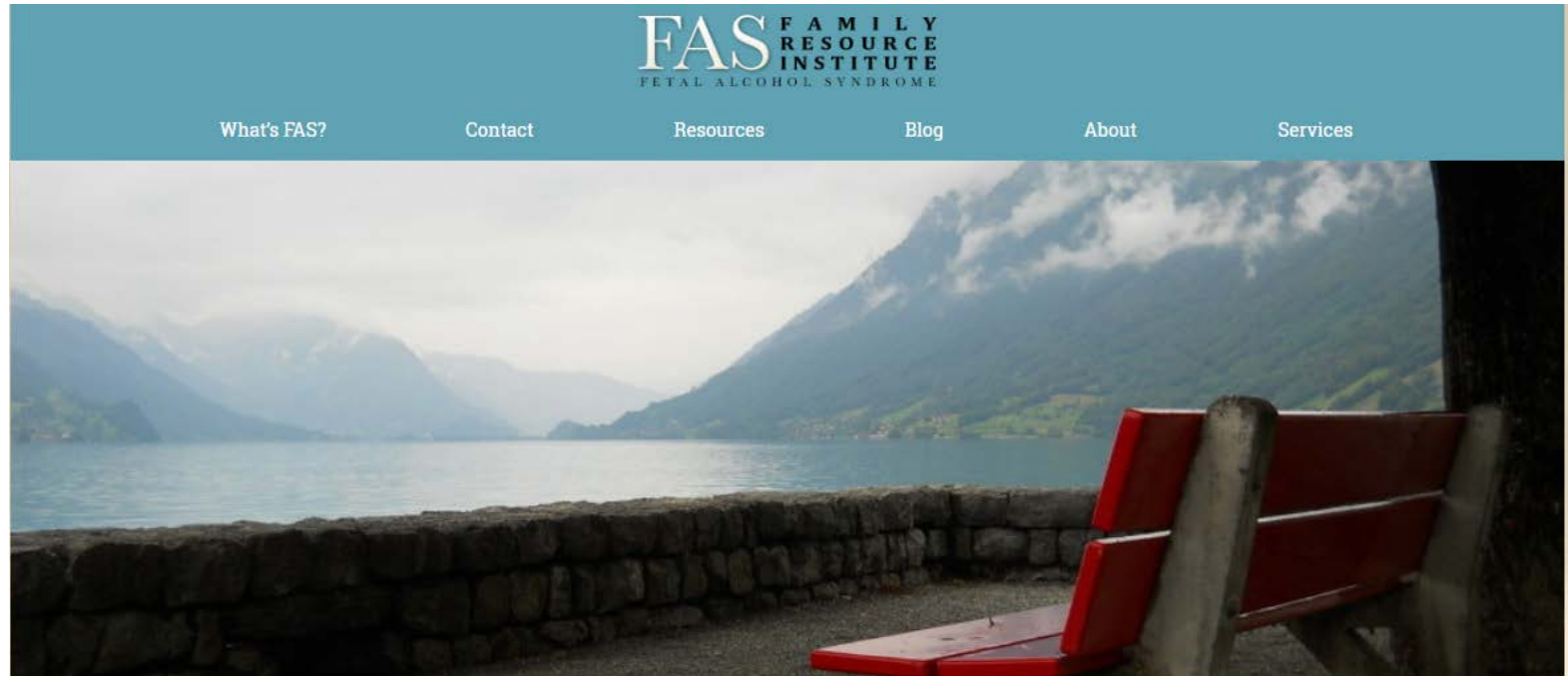


Daniel Wendler, PsyD
Founder of [ImproveYourSocialSkills.com](#) &
[MarketingForTherapists.org](#) | Speaker, Autism &
Friendship | Best-Selling Author
Austin, Texas · 500+ connections

 [ImproveYourSocialSkills.com](#)

 [George Fox University](#)

 [Websites](#)



The mission of FAS Family Resource Institute,

a non-profit organization, is to identify, understand and care for individuals disabled by prenatal alcohol exposure and their families, and to prevent future generations from having to live with this disability.

Fetal Alcohol Spectrum Disorder (FASD) is an invisible avalanche crashing down and overwhelming public resources. When we realize an avalanche is a bunch of snowflakes that have been ignored, the task of keeping affected people and their



ONLINE PUBLICATIONS

Wendler, D. (2017). *How to stop speedrunning your relationships*. Available from <http://geekandsundry.com/how-to-stop-speedrunning-your-relationships/>

Wendler, D. (2017). *Infinite lives: Learning how to survive social situations*. Available from <http://geekandsundry.com/infinite-lives-learning-how-to-survive-social-situations/>

Wendler, D. (2017). *Random encounters: Level up your social skills*. Available from <http://www.takethis.org/expert-advice/random-encounters-level-up-your-social-skills/>



CV Call-to-Action

1. Think about the Purpose
2. Take a look at your CV
3. Pick a Purposeful Goal

Opportunity



QUESTIONS & ANSWERS

Final Thoughts

- Webinar recording will be emailed to you in 3 weeks
- Take our survey immediately after the webinar has concluded
- All of our *Supercharge* webinars can be viewed at:
<https://www.apa.org/members/content/online-professional-presence-series>

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THANK YOU

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