

ELEVATOR SPEECH

Also known as an elevator pitch, some business big shots say it's as important as a professional looking business card. It's a concise but effective speech that should be completed in the time of an elevator ride, and it generally consists of a pitch about what you have to offer whether it is your own attributes or a service. Outside from literally meeting someone important in the confines of an elevator, your speech can be used in any networking situation or in a job interview when asked the dreaded open ended question "tell me about yourself." You want to market yourself / business / service in a way that gives the person receiving the speech a desire to know more about you.

SOFT SKILLS

These are the skills that you're generally unable to convey in your résumé, but are the characteristics that should come across in an interview. Not only can you make an impression with your soft skills, but those qualities are what your colleagues and supervisors will call upon when you use them as references for a new job. These are what make you stand out from a pack of candidates who have only developed strong hard skills. Those are the technical aspects of a job, and while absolutely important and necessary to get the job done well, they don't point to the deeper value you can add to a company.

Unlike hard skills, soft skills are thought of as difficult to measure and observe, and include your people skills, attitude, the way you take criticism, communicating, conflict resolution, delegating, planning, etc. You can't be trained to learn soft skills like you can be trained to develop hard skills, but you can always be aware of your strengths and challenge yourself to work on your weaknesses.

FUNCTIONAL RESUME

The most common type of resume is in chronological form and lists job experience starting with your most recent position. Another type of resume is the functional resume, which lists experience and skills in a non-chronological format. A typical functional resume includes a section highlighting qualifications and elaborating accomplishments; another section with places of employment, job title, and dates employed; and other sections with education and community service participation.

Functional resumes are most often used by job hunters with gaps in employment history, and they're sometimes used by people hoping to change careers or those who have had many different types of jobs. Dates of employment are still included on the functional resume, but the hope is that an employer will see past any gaps because the applicant's skills are a good match with the skills required for the open position.

[Source](#)

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