



SFFMA Fire Chief Development Program

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SFFMA Volunteer Fire Chiefs Academy



Session 1
Fire Service Management

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State Firefighters' & Fire Marshals' Association of Texas
Promote, Unify, Represent, and Educate The Fire Service of Texas



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Establishing your *Bona Fides*

Mike Montgomery
Director/Fire Marshal
Harris County, TX


State Firefighters' & Fire Marshals' Association of Texas
Promote, Unify, Represent, and Educate The Fire Service of Texas

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Instructor information




- **29 years fire service experience**
 - Harris County Fire Marshal
 - Interim EMC for Harris County
 - Asst. Chief, Cy-Fair VFD (retired)
 - Guest Instructor, TEEX Municipal School
 - TEEX Annual School Advisory Board
 - Lone Star College Advisory Council
 - TX Rural Fire Advisory Council
- **24 years private sector experience**




Establishing your *bono fides*




- Why do you need more than a resume?
- How to prepare a resume
- How to prepare a CV
- How to prepare a portfolio
- How to prepare a bio or profile




As a Chief ...




You need more than a resume




What's the difference



- **Resume**
 - A one or two page bulleted list of your professional information used to apply for a job.
- **Bio or profile**
 - A promotional summary in an essay format of your most important highlights often used by authors and consultants
- **CV or curriculum vitae**
 - A lengthy account of your professional background, typically used by academics and expert witnesses
- **Portfolio**
 - A collection of career documents retained for personal use or developed to showcase one's career




What's the difference




- **Key Differences**
 - Length, purpose, and layout
- **Main difference is intended use**
 - Bio Promotional summary for specific audience
 - Resume Brief, targeted list of KSA specific to a position
 - CV Long, complete record of career history
 - Portfolio Collection of career documents


Source: "CV vs. Resume: The Difference and When to Use Which", Jürgen Sundberg, <http://theundercoverrecruiter.com/cv-vs-resume-difference-and-when-use-which/>



As a Chief ...




Which resume style is better ?




Resume styles

- Chronological Resume
- Functional Resume
- Combination Resume
- Resume With Profile
- Targeted Resume




Source: "Resume Types: Chronological, Functional, Combination", Alison Doyle, Updated 2015.
<https://www.thebalance.com/resume-types-chronological-functional-combination-2063273>




Chronological Resume

- **Starts by listing your work history**
 - Most recent position first
 - Other jobs are listed in reverse chronological order
- **Employers typically prefer this type of resume**
 - Easy to see what jobs you have held
 - Easy to see how long a job lasted
- **Best for people with a strong, solid work history**




Functional Resume


- **Focuses on skills and experience**
 - Showcases accomplishments
 - Good for bullet point details
- **Best for those with mobile job history**
 - Changing careers
 - Gaps in employment history
 - Consultants and contract professionals




Combination Resume




- Lists skills and experience first
- Employment history is listed next
- Best for those who wish to
 - Highlight relevant skills and experience
 - Provide a chronological work history




Resume With Profile




- Profile
 - Is a short powerful introduction to a resume
 - Has replaced the “Objectives” statement
 - Often replaces a cover letter or executive bio
 - Most often used with a combination resume
- Includes a brief summary of
 - Relevant job skills and experiences
 - Relevant goals and objectives
- Best for matching specific experiences with job requirements



Targeted Resume





- Customized to specifically highlight
 - Relevant experience and skills
 - Relevant education, certification, or credentials
- Takes more work to write
- Best suited for “perfect match” jobs



As a Chief ...



You need to be able to prepare a resume



What every resume should have

- **Contact information**
- **Keywords**
- **Accomplishments and achievements**
- **Professional history**
- **Performance measures**
- **Relevant URLs**



Source: "6 Things You Should Always Include On Your Résumé", Jacquelyn Smith, Business Insider, 2014.
<http://www.businessinsider.com/what-to-include-on-your-resume-2014-12>



Common Rules for Resumes

- **Know your current condition**
- **Know your intended audience**
- **List the most important things first**
- **Stick to the facts**
- **Quantify your experience**
- **When in doubt, trim it out**
- **Check for errors, consistent appearance**

Source: "Surefire Tips That Will Help You Spot the Best Resume Examples", Jade Harden, Resume4Dummies, 2017.
<http://www.resume4dummies.com/finding-the-best-resume-examples/>



What to NEVER include



- Your Age
- Lists of Tasks or Duties Without Results
- Explanations of Anything Negative
- A List of Every Job You've Ever Held
- Personal Details

5 Things You Should Never Put on Your Resume, Tom Mangan, Monster.com, 2017
<https://www.monster.com/career-advice/article/5-things-you-should-never-put-on-your-resume>





As a Chief ...

You need to be able to prepare a CV



What every CV should have



- Contact information
- Keywords
- Full professional history
- Relevant URLs
- Cover letter



Common rules for CV's



- Curriculum vitae, or "course of life" in Latin
- Organized chronologically
 - Easy to grasp full working career
 - Static, yet up-to-date
- High level of detail
 - Achievements
 - Education and certifications
 - Publications, awards, and recognition
- Accompanied by cover letter

Source: "CV vs. Resume: The Difference and When to Use Which", Jörgen Sundberg, <http://theundercoverrecruiter.com/cv-vs-resume-difference-and-when-use-which/>



As a Chief ...


You need to be able to prepare a portfolio




Potential portfolio documents


- Bio and/or CV
- Career Goals
- Diplomas and transcripts
- Continuing education activities
- Certificates, awards, and recognitions
- Creative endeavors
- Letters of recommendation or support
- Project samples, writing samples
- Reference lists


Source: <https://www.son.rochester.edu/current-students/career/cv-resume-portfolio.html>




As a Chief ... 


You need to be able to prepare a bio




Types of bios 

- **Author Bio**
 - 10-100 words, used for published materials
- **Speaker's Bio**
 - 100-500 words, used for public speaking
- **Promotional Bio**
 - 1 page, used for proceedings or personal profile
- **Verbal bio, or elevator speech**
 - One word to two minutes, used to network or introduce




What every bio should contain 

- **Contact information**
- **Keywords**
- **Relevant professional history**
- **Photo if space permits**




Effective Elevator Speeches





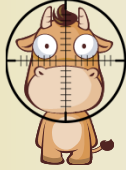
- **Starts with the customer**
 - “What would it mean to you if . . . ?”
 - Focus on the outcome that matters most
 - Is delivered with authenticity and conviction
- **Answers three questions**
 - What do you want the listener to think?
 - What do you want the listener to feel?
 - What do you want the listener to do?
- **Ends with a call to action**
 - What do you want the listener to do next?

Source: "Writing a Great Elevator Speech, in Seven Words", Chris Westfall, 2013.
<http://www.firehouse.com/learning-center/elevator-speeches/>



QUESTIONS

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For More Information





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