

Creating a Resume for the Spa World

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o you spend more of your waking time at work than you do with your family members or your friends? Are you happy going to work? Is your career in harmony with the rest of your life? If not, then ask yourself if you're in the right position, in an environment that matches your ethics, personality, and talents. It might be time to create a new resume for yourself, so you can find a new place to hang your massage or esthetician hat.



We are part of a different workplace than generations past, when employees worked for one or two companies over the course of their career and the culture of the company rarely changed during that time. Today, jobs are never for life. Management is flexible and always changing, staff members are expected to change and be team-oriented, companies are merging and going from public to private and back again, and there is vastly increased global competition. To be a successful worker in 2008, you may need to embrace continuous change, learn and adapt quickly, be a skillful networker and team player, and most importantly focus on the big picture and produce results. This is probably never more true than in the spa industry.

WHO ARE YOU AND WHAT DO YOU WANT?

Watching individuals make career choices over the years has shown us that it's much easier to reach your overall lifetime career goal if you know what your dream job looks like. Consider spending at least five minutes every working day thinking about what you want to do, where you want to do it, what type of company you want to work for, and how you want to be treated. As thoughts bubble up about what you have liked or not liked at work, park those ideas for the longer, more meditative session you'll have with yourself in a quiet space and time. Consider sharing these thoughts with a career coach or a mentor to hear another's response. Let passion and practical reality drive your life's career goal.

Who are you? What do you stand for? Where would you thrive? What are your strengths and your weaknesses? Figure out your natural talents and find a position that matches the reasons that set you apart from others. If you don't know what sets you apart, take action to find more information about yourself by talking to people who know you well, doing some research, visiting a career coach or mentor, getting tested for your strengths, visiting companies where you'd like to work, and most importantly, committing to the process of finding your dream job. Life is way too short to not like what you do for a living. And life is also too short for accepting a position in which you lose or compromise your core values.

MAKING GOOD CHOICES

If you are offered a new job, make sure you accept for the right reasons. It's usually not a good idea to accept a new position just for additional compensation. Picture yourself sitting across the desk from a human resources professional explaining why you made one career move after another. Your story should flow in a common sense way ... a continuing thread without unraveling explanations that make you seem unprofessional or someone who simply didn't plan his or her future.

Before accepting a new position, think about whether this one is a direct precursor to your dream job, or if you're gaining at least 10 percent more in base salary, or moving to a company that matches your philosophy/comfort level/ethics, etc. Other reasons that make sense to move on include an abusive boss who isn't going to change, or perhaps accepting a position closer to home to reach your goal of balancing your family and work lives. It's best to contemplate job change over a few days or weeks and not rush into a decision. Talk to people you respect and who know you.

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Bounce your ideas off someone else, verbalize your thought process, ask your remaining questions, and cipher out holes in your trial decision. Two heads seriously engaged in the decision-making process are usually better than you making this big decision in a vacuum. And it is a big decision.

at the International Spa Association website: www.experienceispa.com.

Introduction via a colleague or mentor is always the best way to put yourself above other candidates. The spa world is a tightly woven web of people. Most likely you know someone who knows someone working at your dream company. There is a greater

ask someone to carefully provide you the spelling of the person's first and last name. Ask for the title as well, and use both correctly. A huge turnoff for me is when someone addresses a note to me as "Dear Sir," since I'm female. This inaccuracy tells me this person is not detailed-oriented. Most companies want staff members who care about executing details correctly.

Make sure you state clearly in your cover note why you are interested in working for this particular company. Show the reader that you have researched the company and have seriously thought about the reasons why you would be a good match for this organization. Hiring professionals want people who are interested in working for their particular company.

Think about this: your resume and experience can bring you a new opportunity that could change your life. Realize its importance and how it is a reflection of you. The person who can make or break your entrance to the company where you want to work will read your resume in 20–60 seconds and make a decision based on what he or she sees. Make every word count.

Writing a resume is an opportunity not to be humble. Many people find it hard to toot their horn and have a tendency to understate their talents and skills. Don't be afraid to use words that will enhance your accomplishments and have a greater impact on the reader. But do portray yourself accurately. You should be comfortable with everything you write and be able to answer to each and every sentence. List your accomplishments honestly in each position: your education and your awards.

The complete article is available in printed form in *Massage & Bodywork* magazine. To subscribe visit www.messageandbodywork.com or call 800-458-2267.



HOW TO START YOUR SEARCH

With your questions answered, now it's time to start your job search. Do your research to select the companies for which you'd like to work. Look at the spas' websites, read their press releases, talk to people you know, and ask a lot of questions. Be inquisitive, but always with a smile in your voice. There also are all types of spas to consider: destination, hotel/resort, mineral springs, day spa, residential, medical, cruise ship, and health club. Talk to your trusted friends and vendors. Review company position postings or online spa job listings. Be sure to visit the job bank

chance your resume will be more closely reviewed and considered if it is presented by someone who is a valued staff member who respects you.

Submitting your resume directly to a new employer is also a viable means of introduction. Follow the rules shown on the company's website on how to forward your resume. Some companies allow you to present yourself in person, but most prefer you e-mail your resume first. If you are e-mailing or faxing your resume, use a cover sheet and make certain you spell the person's name correctly. Nothing gives a greater negative first impression than spelling someone's name wrong. Call the company and