

Crafting a Strengths-Based CV



A strengths-based CV should tell the story of who you are, and who you could be, rather than just listing your skills and experiences. This is relevant to all, but especially important for those looking to change careers. This guide will enable you to draft a compelling CV which showcases you at your best.

PART 1: Personal Profile

Your personal profile is your first chance to make a good impression and tell the story of who you are, and what you are capable of.

REFLECTION

Spend some time reflecting on the below questions.

What drives me...

What are your values? Your biggest motivators? What do you look for in a career?

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The strengths I am most proud of...

See the [My-Strengths-Excercise.pdf](#) if you need help with this, or for deeper insight you might be interested in a 90 min Strengths Workshop (contact Hannah for details).

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How my strengths have shaped my career so far...

What have you achieved, because your your unique talents?

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What I want to be known for...

What do you want others to say about you, and the impact you've had, in years to come?

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What I want to do more of...

What are your next steps? More of the same? Or are you pivoting into something new?

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RESEARCH

Spend some time looking for personal profiles that you like on LinkedIn. Find profiles of people who are in the industry or role you are interested in, and also of those who feel similar to you in style and tone. Take note of any patterns and words/ phrases you like.

1	2	3

Ask colleagues, bosses and mentors for feedback, stories and anecdotes which will help make your personality shine through.

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REFINEMENT

Now let's take your reflection and research and turn it into a compelling personal profile, with a little help from AI!

Copy and paste the below prompt, adding your own text where required (see *italics*):

"Here's a rough draft of my personal profile based on some reflection prompts. Can you help me refine it into a compelling, authentic summary for my CV and LinkedIn? I want it to sound like me - *<add words to describe your unique style , e.g., warm, friendly, expert>*. Keep the tone *<write whether you want it to be more conversational or professional>*, and highlight what makes me memorable.

<take your notes from the reflection activity and relevant research, and add them to the prompt>"

Chances are it might need some further refinement to make it really stand out. Try this bonus prompt:

"Here's the version of my personal profile I've developed so far. Can you help me refine it further by identifying any gaps, missed opportunities, or areas that could be clearer or more compelling? Please suggest edits or additions that would make it stronger for CVs and LinkedIn - without losing my voice.

PART 2: The Experience Section

Getting this bit right is crucial, as it provides the evidence to back up your personal profile. To sell your accomplishments and achievements in a concise, impactful way.

REFLECTION

Pick one of your career experiences. Spend some time reflecting on the below questions.

What did I do?

What was my role? Did I lead, support, enable etc. What decisions or actions did I take?

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Where did I do it?

The context: Organisation, team, project - numbers involved.

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What strengths did I lean on?*Which of your unique talents were most important here, and why?***What changed because of my work?***Who benefited? What has improved? What specific metrics can I share?***What did I learn?***Did I pick up new skills? Was there a problem I solved or a barrier I navigated?***REFINEMENT**

Let's get a helping hand from AI again!

Copy and paste this prompt:

“Here's a rough draft of one experience I want to include in my CV. Can you help me refine it into a punchy, strengths-led bullet point that shows impact and feels true to me? Please use this formula: [Action Verb] [specific task or responsibility] delivering [organisation or project context], demonstrating [key strength], resulting in [quantifiable achievement or impact]. Keep it clear and outcome-oriented.

<copy your notes from the reflection activity here>”

BONUS prompt:

“Here's my refined strength-led bullet point. Can you help me make it even stronger by identifying what's missing or unclear? I want to make sure the beginning grabs attention and the ending lands with impact. Please highlight any gaps in stats, outcomes, or clarity. Suggest edits that make the impact unmistakable, while keeping my voice and strengths visible.”

**For more
information
and guidance
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