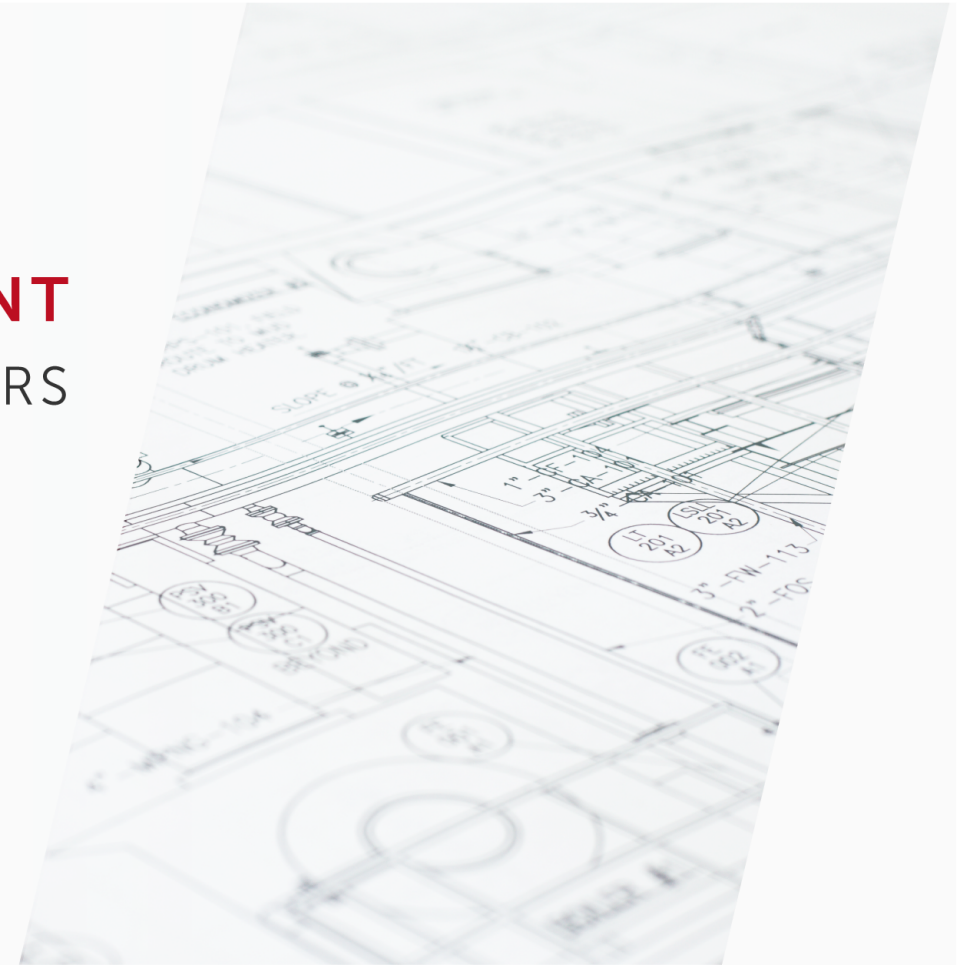


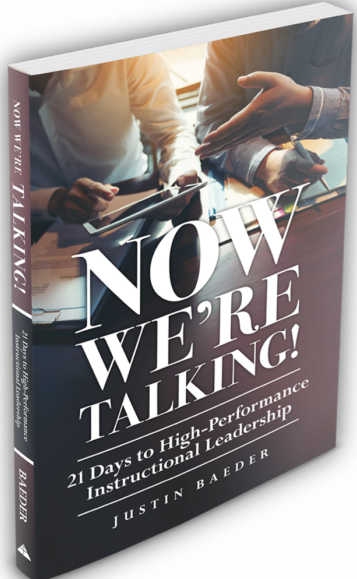
THE RÉSUMÉ BLUEPRINT

FOR EDUCATIONAL LEADERS

WITH JUSTIN BAEDER, PhD.



Welcome!



AS FEATURED BY



Our Focus

In this webinar, you'll discover how to create a résumé that stands out from the crowd, so you get more interviews for your next-level instructional leadership role.

What We'll Explore

- Why you should never start with a "candidate profile" (it'll sink your résumé's credibility)—and what to use instead
- How to go beyond listing your references, and knock their socks off with my "résumé PDF secret weapon"
- How to deal with gaps in your work history and jobs you held for a year or less
- Why listing routine duties makes you blend in with every other candidate—and how to identify and describe meaningful accomplishments that will make you stand out
- How to sequence your professional experience so it's obvious that you're ready to move to the next level



Evidence-Driven

Why backing your claims is critical



Credibility Killers

- Every unsupported claim in your résumé introduces doubt in the reader's mind
- The stronger the claim, the more evidence it demands
- The shorter the claim, the weaker

Credibility Killers

Avoid:

- Lists of skills
- Lists of adjectives
- Unsupported adverbs in accomplishments

Areas of Expertise:

- Teacher and Staff Coaching, Professional Development, Training & Evaluation
- Diverse Backgrounds, Cultures and Experiences
- Curricula Design
- Relationship Building
- Fundraising & Capital Campaigns

Qualities:

- Intellectual curiosity & a demonstrated passion for lifelong learning
- Flexible, adaptable, resourceful, & open to the ideas of others
- Proven ability to embrace change tolerate ambiguity & the capacity to see uncertainty, unfamiliarity, or risk as opportunity
- Ability to self-reflect for continuous improvement
- Open to feedback & improvement
Kind, compassionate, & authentic

A claim without evidence is worse than no claim at all.

Credibility Killers

adjectives

are the weakest type of
claim in your résumé

Little Word, Big Claim

- Talented
- Collaborative
- Passionate
- Effective
- Organized
- Skilled
- Innovative

Little Word, Big Claim

- Talented
- Collaborative
- Passionate
- Effective
- Organized
- Skilled
- Innovative

Your résumé should
demonstrate these qualities
with evidence, not just claim
them with adjectives.

The Primacy Effect

People pay the most attention to—and
remember—what they read

first

The Primacy Effect

If the reader encounters unremarkable information *first*, they'll assume the rest is unremarkable—so lead with your strongest evidence.



Organization

Presenting key information in the right order

The Experience Matrix Résumé

- Header—name & contact info
- Professional Objective—avoid 1-word claims
- Experience, most recent first
 - Role, School/Employer, Dates
 - Overview paragraph
 - Accomplishment bullets (NOT duties)
- Education & Certifications
- References & Recommendation Letters

Your Résumé Doesn't Need

- Candidate profile/overview
- Skills/proficiencies
- Normal duties listed under each role
- List of all trainings/PD attended
- Hobbies/other interests
- “References available upon request”



Header

Contact information on every page



Header—Repeat On Every Page

Name & Highest Degree

Mailing address (optional)

Phone | Email

Juanita Williams, M.Ed.

423 Maritime Circle, Lake Worth, FL 55555

555-555-5555 | Juanita.williams.edu@gmail.com

What If I Don't Live Nearby?

- Omit mailing address
- Google Voice phone number forwarded to cell phone

Email Address

- In-district: use district email
- Other organizations: use personal email
- Avoid side business email addresses, e.g.
SmithEducationConsulting@...
JacksonCoLabradoodles@...
ElectrixWeddingDJ@...

Separating Characters for Combining Lines

Recommended:

| (shift+backslash)

/ (forward slash)

• (Insert → Symbol)

Avoid:

*

~

Other punctuation

While We're Discussing Punctuation...

- Hyphen: use for hyphenated words, like “high-performing”
- En-dash: use for date ranges: 2008–2012
- Em-dash: use for separating clauses—like this—in a sentence

Alignment:

- Avoid tables & text boxes, except in good templates
- Use tab stops to align text
- Don't use multiple spaces to indent or align text

Header Checklist

- Repeated on every page
- First Name, Last Name, Degree
- Mailing address (if local)
- Cell phone (local area code)
- Email address (internal or personal)
- No odd separators (*, ~) or formatting



Professional Objective

Describe the job as your logical next step

The Professional Objective

- Describe the kind of role you're looking for and the contribution you want to make
- Give the reader a sense of how you're a fit for the position
- Don't make unsupported claims

The Professional Objective

“Experienced __ seeking a [role] in a [organization type & area] to [goal].”

“Experienced middle-level leader seeking a principal position in a diverse 6-8 school to create an inclusive learning environment for all students.”

“Experienced elementary educator seeking an assistant principal role in a Catholic school setting to provide social-emotional supports for all students.”

“As an experienced instructional leader, my goal is to serve as principal in a diverse elementary school in the Plano area focused on closing achievement gaps and preparing all students for citizenship.”

“Experienced central office leader seeking a superintendent role in a diverse mid-sized district in the Bloomington area to ensure instructional excellence for all.”

Avoid Complimenting Yourself

- Omit adjectives from your professional objective
- “Experienced” is always true
- Let the experience section describe your leadership qualifications

Call Out The Organization

- Specific location OR sector
- Demographics of student population
- Size/setting of organization
- Sector—charter, religious, independent, or international

Customize for each employer

Professional Objective Checklist

- No adjectives or other unsupported claims
- Specific role identified
- Specific type of organization identified
- Specific geographic area/sector identified
- Intended impact described

Your Turn

In the webinar chat, draft a professional objective for yourself:

“Experienced __ seeking a [role] in a [organization type & area] to [goal].”



Professional Experience

Describe your work history & specific accomplishments

Experience Before Education



Present Occupation

[Redacted]

Certificates Held

[Redacted] Middle School Endorsement [Redacted]
Secondary – [Redacted] Administrative Residency Certificate – Principal
[Redacted] Administrative Certificate - Superintendent [Redacted]

Academic History

Undergraduate Degree – [Redacted]
Degree Earned – [Redacted]
Sciences Attended [Redacted]
G.P.A. 3.24

Graduate Degree – [Redacted]
Degree Earned – [Redacted]
Instruction [Redacted]
Attended August [Redacted]

Doctoral Degree – [Redacted]
Ed.D. in Education [Redacted]
Dissertation – *Work* [Redacted]

Degree Conferred [Redacted]

Employment Experience

7/18 to Present

Principal [Redacted]

-

Serve in leadership capacity for roughly 2000 students with a vibrant culture and diverse student population. Introduced several communication resources, celebrations, intervention

Experience Before Education

[Redacted]

Present Occupation

[Redacted]

Certificates Held

[Redacted] Middle School Endorsement [Redacted]
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Doctoral Degree – [Redacted]
Ed.D. in Education [Redacted]
Dissertation – *Work* [Redacted]
Degree Conferred [Redacted]

Employment Experience
7/18 to Present

[Redacted]
Principal

- [Redacted]

Serve in leadership capacity for roughly 2000 students with a vibrant culture and diverse student population. Introduced several communication resources, celebrations, intervention

Spend the first page detailing specific, recent professional accomplishments.

How To List Your Work History

- Most recent first—anchor in present
- More detail for more recent & relevant roles
- Condense/omit dates for older roles
- Omit most non-education roles
- Don't divide into teaching, leadership, etc.—stick with reverse-chronological order

Dealing with Gaps

Above all, don't
confuse
the reader.

Common Complications

- Pausing career to have children/care for relatives
- Geographic moves w/step down in role
- Layoffs multiple years in a row
- Leaving a bad fit/bad situation

It may be helpful to directly address the reasons for complications in your work history—in your cover letter.

Dealing with Gaps

**When in doubt,
leave it out.**

Describing Each Role

- **Role / Location / Dates:**

Assistant Principal, Logantown High School, 2017–Present

- **Overview Paragraph:**

“Hired with a mandate to reduce out-of-school suspensions and office referrals for disruptive behavior, I have taken a restorative and relationship-building approach to improving climate and student success.”

- **Accomplishment bullets:**

4-6 detailed, sentence-length descriptions of specific accomplishments—not duties or efforts

What's Wrong With Duties?

- They don't distinguish you from other candidates with similar experience
- They're not new information to the hiring team
- They're about the job you *held*, and don't convey your readiness for the job you're *seeking*

Accomplishments, Not Duties

Which is a more compelling bullet?

- “Discipline”
- “Handled discipline for all 9th graders, applying consequences according to discipline matrix.”

Accomplishments, Not Duties

Which is a more compelling bullet?

- “Discipline”
- “Handled discipline for all 9th graders, applying consequences according to discipline matrix.”

These are both bad, because they describe routine duties.

Accomplishments

- Specific projects that you completed, worded in the past tense
- Include results/outcomes, if compelling
- Give yourself an active role: *Developed, implemented, created, overhauled....NOT worked with, participated in, served on, collaborated to...*
- For interviews: turn it into a story

Accomplishments, Not Duties

Which is a more compelling bullet?

- “Discipline”
- “Handled discipline for all 9th graders, applying consequences according to discipline matrix.”
- “Implemented restorative justice program to reduce out-of-school suspensions, resulting in a 50% increase in peer mediation and a 63% decrease in the number of students receiving out-of-school suspension.”

Accomplishment Bullet Examples

- Reduced monthly out-of-school suspensions by 32% from Fall to Spring 2018 by implementing Innocent Classroom training for staff and working with students to develop personalized support plans.
- Developed an early attendance intervention system to identify and provide targeted support for students at risk of disengaging with school, increasing average daily attendance from 97.2% to 98.7%, and reducing active truancy cases from 17 to 4.
- Piloted and implemented Writing Workshop training and curriculum to improve writing instruction

Verb Tense

- Avoid present-tense verbs like “Develop” or “Developing”
- Word *everything* in the past tense so it reads as an accomplishment: “Developed new system...”
- Describe *current* role in past-tense to convey readiness for new role

Where To Look For Accomplishments

- Committee meeting minutes
- Folders on your computer
- Binders/folders in your office
- Emails
- Calendar appointments

Find The Impact

Résumé bullets like *“Served on the _ committee”* are weak...but they are a great starting point for finding key accomplishments. Ask yourself:

- What problem/opportunity did the committee focus on?
- What did you do?
- What was the impact?



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Professional Experience Checklist

- Ordered newest to oldest

For each role:

- Role / Location / Dates

- Overview paragraph

- 4-6 accomplishment bullets



Education & Certifications

Provide the facts clearly & concisely

Education & Certification

- Degrees, Newest First
 - Institution
 - Degree
 - Date—optional; include if forthcoming
- Certifications
 - Specific endorsements
 - Numbers & expiration dates only if required

Professional Development

Before including PD, ask yourself:

- Is it relevant to the role I'm applying for?
- Would this organization know what it is? (Expand acronyms)
- Is it obvious why they would care, or can I explain it briefly?

Note: Do not include basic software (e.g. Word, SIS) or mandatory training (e.g. bloodborne pathogens)

Education & Certifications Checklist

- Degrees listed, most recent first
- Required certification info for role & state
- Any PD listed is relevant to organization/role



References

Beyond “available upon request”

Including References In Your Résumé

- Include in résumé PDF
- Separate page with same header
- Name, role, phone, email

Electronic Reference Checks

- Let your references know to watch for an email
- Check spam or junk folder—easy to miss
- Confirm that they've completed required references—“trust but verify”

Recommendation Letter Game Plan

- Ask for a “draft” in Word/Google Docs form
- Share ideas from your Ascend Leadership Journal—accomplishments, projects, etc.
- Ask for revisions as needed
- Align with résumé/cover letter

Who Can I Ask?

- Current supervisor
- Past supervisors
- Other admins who know you
- Colleagues within school
- Committee colleagues
- Associations/outside organizations

The PDF Secret Weapon

Your résumé PDF can contain as many pages as you want. To supercharge your application, include

**actual letters of
recommendation**

in the résumé PDF.

Sequencing Recommendation Letters: Strongest to Weakest

Higher Priority:

- Glowing recommendation
- Current supervisor
- Higher-level leaders (e.g. director, supt)
- Close colleagues
- Newer letters

Lower Priority:

- Lukewarm recommendation
- College professors
- Distant colleagues
- Subordinates
- Older letters

References Checklist

- References include multiple supervisors & colleagues
- Recommendation letters included
- Sequence:
 - Résumé
 - Reference list
 - Recommendation letters, strongest first



Recap

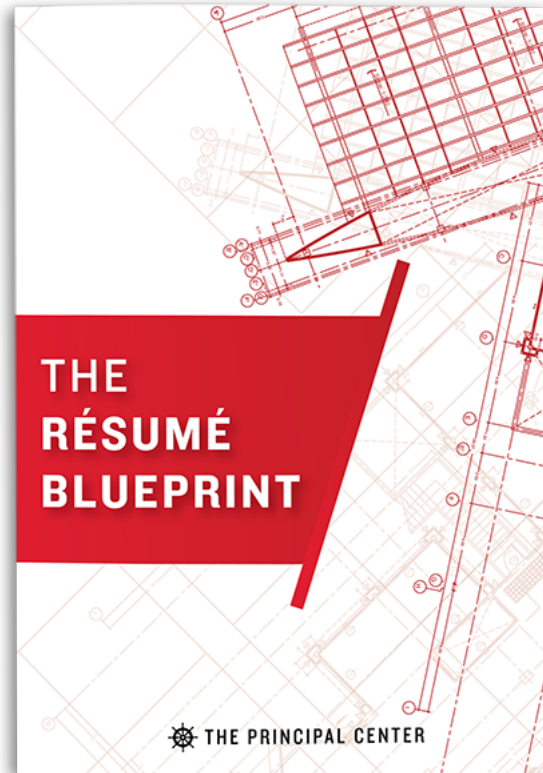
What you've learned, and what to do next



The Experience Matrix Résumé

- Header—name & contact info
- Professional Objective
- Experience, most recent first
 - Role, School/Employer, Dates
 - Overview paragraph
 - Accomplishment bullets (NOT duties)
- Education & Certifications
- References & Recommendation Letters

Watch Your Email





ASCEND

NEXT-LEVEL INSTRUCTIONAL LEADERSHIP

DISCOVER
YOUR LEADERSHIP
SUPERPOWERS



RECRUIT
YOUR REFERENCES



CRAFT
YOUR APPLICATION
ARGUMENT



TRAIN
FOR INTERVIEW DAY



RACE
TO THE FINISH LINE



Ready To Work Together?



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Table of Contents



INTRODUCTION AND RESOURCES



Introduction and Resources



MODULE 1: DISCOVER YOUR LEADERSHIP SUPERPOWERS



Module 1: Discover Your
Leadership Superpowers



MODULE 2: RECRUIT YOUR REFERENCES



Module 2: Recruit Your References



MODULE 3: CRAFT YOUR APPLICATION ARGUMENT



Module 3: Craft Your Application
Argument



MODULE 4: TRAIN FOR INTERVIEW DAY



Module 4: Train For Interview Day



MODULE 5: RACE TO THE FINISH LINE



Module 5: Race To The Finish Line



Instructional Leadership Superpowers Interview

Email justin@principalcenter.com to schedule. Justin will take notes here.

Leadership Trajectory Narrative

Draft here after *Instructional Leadership Superpowers Interview*

Reference List

Name, Title, Organization, Email, Cell Phone

Professional Objective

Draft here

Perfect Fit Argument Cover Letter

Draft here

Experience Matrix Résumé



ASCEND

NEXT-LEVEL INSTRUCTIONAL LEADERSHIP



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How We'll Work Together

Step 1: Instructional Leadership Superpowers Interview™

- Key experience & skills
- Your most marketable “undersold” qualifications
- Leads to the Experience Matrix Résumé & Perfect Fit Argument Cover Letter
- Identify right-fit jobs to apply for



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How We'll Work Together

Step 2: Reference Review

- Brainstorm your list of references
- Craft suggested “talking points” for letters
- Make the ask in person
- Red flag screening
- Requests for revisions
- Final reference list for résumé



ASCEND

NEXT-LEVEL INSTRUCTIONAL LEADERSHIP

DISCOVER
YOUR LEADERSHIP
SUPERPOWERS



RECRUIT
YOUR REFERENCES



CRAFT
YOUR APPLICATION
ARGUMENT



TRAIN
FOR INTERVIEW DAY



RACE
TO THE FINISH LINE



How We'll Work Together

Step 3a: Experience Matrix Résumé™

- Professional objective
- For each role (most recent first):
 - Craft summary statement of impact
 - Identify 4-6 key accomplishments bullets
 - Triangulate with recommendation letters & cover letter
- Address any gaps or complications in work history

How We'll Work Together

Step 3b: Perfect Fit Argument Cover Letter

- Paint the picture of your trajectory as a leader
- Position you as the ideal candidate, and this job as your logical next step on your trajectory
- Construct a tight argument that you're the best candidate
- Triangulate with your résumé & recommendation letters

Ascend Leadership Journal



How We'll Work Together

Step 4: Practice Interviews

- Unlock a bonus practice interview when we complete your résumé
- Unlock a 2nd practice interview when we complete your cover letter
- Unlock a 3rd practice interview when you get a draft recommendation letter from a supervisor
- Weekly practice in Ascend21

Ascend21



How We'll Work Together

Step 5: Race To The Finish Line

- Keep going until you reach your goal
- Keep growing as an instructional leader
- Advise & coach through each roadblock
- Move on to your next goal when the time is right—lifetime access to the Ascend Masterclass

Ongoing Instructional Leadership Support



What's Included


- Ascend Masterclass (\$1495)
- ~~1-year~~ LIFETIME Instructional Leadership Association membership (\$2,256)
- Ascend Leadership Journal (hardcopy) (\$29)
- *Now We're Talking! 21 Days to High-Performance Instructional Leadership* (hardcopy + audiobook) (\$29.95 + \$29.95)
- Price total, sold separately: \$3,839.90
- Shaving a year or more off your job search: priceless

Ascend Masterclass

Sign Up Now

First Name

Last Name

Email 


Company Name


Billing Information

Billing Address

Billing Address 2

Billing City

Billing State... 

Billing Country... 

Billing Zip

Enter Separate Shipping Address

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Ascend Masterclass

Ascend Masterclass: \$1495.00

Lifetime ILA Membership: \$2256.00

Ascend Leadership Journal: \$29.00

Now We're Talking Book + Audiobook: \$59.90

Total Value: \$3,839.90

www.PrincipalCenter.com/beyond

Ascend Masterclass

\$5 today

10 monthly payments of \$99

www.PrincipalCenter.com/beyond

Payment Options

Product Information

Item	Quantity	Price	Today's Total
Ascend Masterclass	1	Trial \$5.00 For 1 Month Payment Plan 10 Monthly Payments Of \$99.00	\$5.00
Subtotal			\$5.00
Today's Total			\$5.00

[Register »](#)

If you prefer to pay in full via credit card, use the orange button on the right.

[Pay in Full via Credit Card »](#)

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I Had To Add This...

“I got my Principal role after your Ascend trainings and reworking my résumé. In addition I did my 90-day plan and blew them away! It was a turnaround situation and my Dream principal job! I should also add that I knew no one in the organization!”

How We'll Work Together

Step 6: Entry Plan

- My proven template
- Your vision for the role
- My feedback
- Your competitive advantage as a visionary leader



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My Salary Before & After Becoming A Principal

Take-home pay, Head Teacher:
\$3000/month

Take home pay, Principal:
\$6000/month

3 Costs of Waiting Another Year

- Take-home pay difference (\$36,000)
- Opportunity cost
- Confidence cost

What's Included

- Ascend Masterclass (\$1495)
- 1-year Instructional Leadership Association membership (\$564)
- Ascend Leadership Journal (hardcopy) (\$29)
- *Now We're Talking! 21 Days to High-Performance Instructional Leadership* (hardcopy + audiobook) (\$29.95 + \$29.95)

A Mid-Year Hiring Timeline

- July 25: Joined Ascend Masterclass
- August 3: First practice interview
- September 1: First real interview confirmed
- September 2: Second practice interview
- September 17: Second real interview
- October 26: Third real interview + offer
- December 2: First day in new district

“I got the position I wanted and am now in my second year as an elementary principal! Your materials were the turning point for me in my job search. I’d interviewed and come in second three or four times. It was very discouraging. I watched your webinar about interviewing and it changed my game. I realized this was a competition, not just an interview. That realization changed my demeanor in the interview. I watched the webinar several times, practiced from the sample questions and had friends practice with me. Honestly your materials were the difference for me! Thanks!”

“I used your practice interview questions. I interviewed at a school where I already worked, and my principal was amazed at the confidence I projected during my interview, especially since it was my first admin interview. I did get the job, by the way.

I also used what I learned to interview for my first principal job, and I got that job too. I used your material to help me develop an entry plan, and that has helped me be successful in my first year as principal at this school. Teachers tell me regularly that they appreciate my leadership and that this is the smoothest year they’ve had in the nearly 20 years they’ve worked at the school.”

The Power of Stories

“I used and practiced your interview questions quite a bit. I also used your advice to have some prepared stories to help (which indeed, I did beat out an internal candidate).”

Ready To Work Together?



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