

With the increasing prevalence of scanning technology, employing keywords in a resume to attract maximum attention - by a human and/or computer scanner - has become a critical component of building an enticing resume. **Keywords are the terms deemed by the employer to representing the essential job attributes.** Each employer, industry and profession has specific keywords. Companies and recruiters search resumes for specific keywords / key phrases to find the candidates with the skills, qualifications and expertise to fulfill the job requirements. Incorporating keywords into a resume and cover letter help you to secure optimum attention and outperform your competition.

The words you select should portray your Value Proposition and match what the employer is seeking. Incorporating job specific and employer pertinent keywords in the top third of page 1 of your resume significantly elevates your chances of attracting the employers' interest in your candidacy. How do you find the "right" keywords to secure maximum attention? Utilize your knowledge of the company, profession, industry and review online postings of similar positions. Each profession has the potential for hundreds of keywords; the list below is just the tip of the iceberg! With the prevalence of electronic search capability, failure to incorporate the "right" keywords is not an option!

### **Manufacturing**

5 S / 7 Step	Health and Safety	Process Flow
APQP / PPAP	Inventory Control	Process Improvement
Best Practices	Kaizen	Procurement
Bill of Materials	Kanban	Product Development
Business Reengineering	Labour Relations	Product Launch
Capacity Planning	Lean Manufacturing	Product Rationalization
Capital Budget	Logistics Management	Production Planning
Capital Projects	Master Scheduling	Productivity Improvement
Cell Manufacturing	Materials Management	Project Management
Change Management	MRP I & II	Quality Assurance
Collective Bargaining	Operational Budget	Quality Control
Cost Reduction	Operations	Six Sigma
Distribution Management	Organizational Development	TQM
Ergonomics	Outsourcing	Vendor Management
Facility Management	Participative Management	Warehouse Management
Greenfield	Process Automation	World Class Manufacturing