

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 represent the essential job attributes.** Each 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!

Operations

Asset Management	ISO 9001, 9002	Production Scheduling
Business Reengineering	Just In Time (JIT)	Profit & Loss
Capacity Planning	Labour Relations	Project Management
Capital Budget	Master Production Schedule	Quality Control
Change Management	Materials Planning	Resource Management
Claims Management	Mergers & Acquisitions	RFP / RFQ / RFI
Collective Bargaining	MRP, MRP II, ERP	Risk Management
Continuous Improvement	Multi Site Operations	Shipping & Receiving
Contract Negotiations	Operating Budget	Six Sigma
Cost Avoidance	Organizational Development	Strategic Planning
Customer Service	Outsourcing	Supply Chain Logistics
Distribution Management	Performance Improvement	Time & Labour Analysis
Facility Management	Plant Operations	Training & Development
Health & Safety	Process Improvement	Transportation
Internal Quality Audits	Process Reengineering	Vendor Management
Inventory Control	Procurement	Warehouse Management