

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!

Teaching / Academic

Alumni Relations	Discipline Strategies	Peer Mentoring
Anger & Grief Management	Early Childhood Education	Program Development
Authentic Assessments	Educational Technology	Project Management
Behavioural Assessment	Facilitation	Reflective Teaching
Career Development	Field Trip Management	Remediation & Modification
Character Education	Gifted & Talented Program	Research & Development
Child & Adult Literacy	Grant Management	Resource Management
Classroom Management	Individual Counselling	Rubric Development
Cognitive Coaching	Individual Learning Plan	Social Block Tutoring
Community Resourcing	Instructional Programming	Social Development
Conflict Resolution	Instructional Strategies	Special Education
Continuous Education	Learning Styles	Student-Centred Instruction
Cooperative Learning	Lesson Plans	Testing Design
Course Design	Measurement & Evaluation	Training & Development
Course Evaluation	Multi-Cultural Awareness	Visual & Tactile Learning
Curriculum Development	Parent Involvement	Vocational Development