

+ Careers doctor

■ Peter Moore offers some answers to your workplace headaches

I'VE BEEN GIVEN CONFLICTING ADVICE ON WRITING PERSONAL STATEMENTS ON CVs. SOME PEOPLE SAY THAT IT IS BEST TO WRITE A PARAGRAPH SUMMING WHO YOU ARE, YOUR CAREER SO FAR AND YOUR GOALS, WHILE OTHERS SAY THIS IS A TURN-OFF. HOW DO I GET IT RIGHT?

People often use a personal statement to 'sell' themselves as well as to give information. A short precise and eloquent personal statement can be of good use to any recruiter. It will add value to your application and help build a picture of you.

Keep it accurate, brief and to the point – not much more than seven or eight lines. Summarise your career and state what type of position you are looking for, rather than your complete career goals. The CV is a picture of the past and the present – not the future.

Take this opportunity to think about your personality and state a few words that best describes it. Imagine you are interviewing

yourself – what are your strengths, how would you describe yourself?

Overall, this boils down to personal preference but, given that you are trying to sell your expertise, I would suggest it is included rather than excluded.

I HAVE MADE BAD CAREER MOVES THAT MEAN THAT I HAVEN'T BEEN IN ANY ONE OF MY LAST THREE JOBS FOR MORE THAN 18 MONTHS. I AM NOW LOOKING FOR YET ANOTHER JOB FOLLOWING REDUNDANCY. HOW CAN I BEST EXPLAIN MY TRACK RECORD TO POTENTIAL EMPLOYERS?

Companies who are recruiting at present will understand that prospective employees' careers have gone off track, therefore I do not think a redundancy situation blemishes your employment record in any way.

It will help if you can demonstrate the additional expertise you have gained in each job on your CV and show that you have moved up the career ladder, which is the justification

for your frequent changes of job before redundancy. If this is not the case, or it is not immediately visible, then a single line of summary explanation about your departure after each of the role descriptions should be enough to answer the recruiter's questions.

Focus on the positives of each experience – how the experience added to your skill set, be it technical or softer skills. Make sure you keep your CV accurate and precise. Be prepared to answer questions about the reasons you left previous roles in the interview.

Overall, look at the reasons why you think you've made bad career moves and learn from them. Analyse your career and map out where you want to be in the future and your route to get there. When you attend an interview, ask searching questions to ensure the company can offer the role you want. No doubt you want to make the right decision this time around.

Peter Moore is managing director of recruitment company Macdonald & Co

Going places

Brookfield Asset Management has made several appointments to its private equity funds group. Peter Thompson, Robert von Herzmann, Paul Tam, Alexander Apponyi and Scott E White all join the team as senior vice-presidents.



Adrian Phillips (left) has joined Lambert Smith Hampton as a director. Phillips will work in the corporate recovery business unit of the firm's London-based capital markets team.

Royal London Asset Management has appointed client relationship director Victoria Muir and head of property Gareth Dickinson to its board of directors.

Maddox & Associates has hired Sarah Bevan as an associate. Jonathan Taylor has also joined the town planner as an associate. Tel: 020 3215 0040



David Harrop (left) has been appointed to the board of Forsyth Business Centres. Harrop has been with the serviced office provider for two years and is finance director.

NJL Consulting has taken on Jonathan Harper as a graduate intern. He has an MA in town and country planning and will serve a four-month placement at the sustainability specialist.

The Interiors Group has appointed Charles Shaw as non-executive chairman and Jonathan Harris as non-executive director. Tel: 01932 779999



James Staveley (left) has left DTZ to join Gerald Eve as a valuation consultant in its Manchester office. Tel: 0161 830 7070

Jones Lang LaSalle has made the following promotions to national director: John Coyle, James Carson, Chris Thompson, Tom Edson, Steve Louw and Michael Fuchs in the West End team, and Neil Cunliffe in Canary Wharf.



Mark Day (left) has been hired as senior engineer in Malcolm Hollis's Birmingham mechanical and electrical team. Tel: 0121 234 7869

The Tourism Alliance has appointed CB Richard Ellis Hotels consultant Michael Hurst as director and treasurer. Hurst has been re-elected to the role and will serve for three years.

Jones Watts is now open for business. The Guernsey-based chartered surveyor has been set up by island experts Joanna Watts and Peter Jones. Tel: 01481 740071

Caisson Investment Management has opened at: Seventh floor, 7 Birch Lane, London EC3V 9BW. Tel: 020 7280 9600

CS2 has opened in the City of London at 10 Foster Lane, London EC2V 6HR. Tel: 020 7760 7487. The surveyor has offices in Bristol, Manchester, Milton Keynes and Northampton.

Addleshaw Goddard has moved its London office to Milton Gate, 60 Chiswell Street, London EC1Y 4AG. Tel: 020 7606 8855

Tom Dixon has moved to Wharf Building, Portobello Dock, 344 Ladbrooke Grove, London W10 5BU. Tel: 020 7400 0500

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