



Selling your Team:

The Art of Proposal
Resumes

Jeannette Waldie

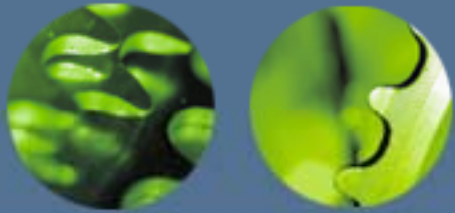


Table Topic

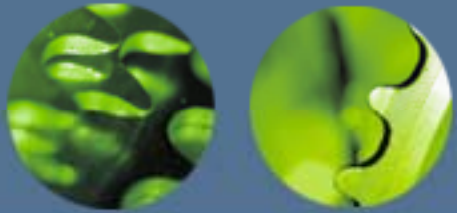
Mr. Hurst is a Principal with Hurst Technologies with over twenty five years of engineering and management experience. Mr. Hurst is experienced in numerous areas of nuclear power design and operation including all aspects of Instrumentation & Controls activities, design control, system operations analysis, design bases reconstitution, setpoint determination evaluations, equipment selection, installation requirements and plant monitoring systems design. He has provided engineering and project management support for both BWR and PWR plants and performed extensive licensing and NSSS activities. In addition, he has acted as a Systems Engineer, ERF Systems Manager, operations interface and general project manager on various design and development projects.



Selling your Team:

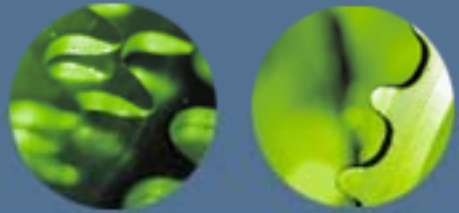
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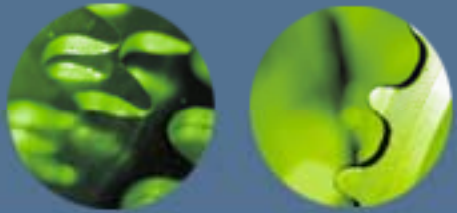
Selling your team

- Develop a good resume
- Manage the process
- Tips and Tricks



What makes a good resume?

- “Elevator Speech”
- Qualifications Bullet List
- Prove your projects
- Link it!



What makes a good resume?

- “Elevator Speech”
 - What key capabilities does your client want?
 - How would you describe your candidate?
 - KISS

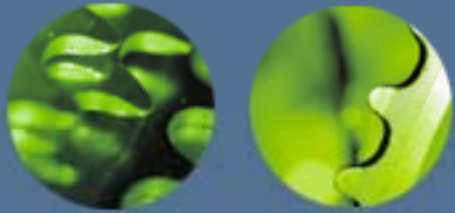
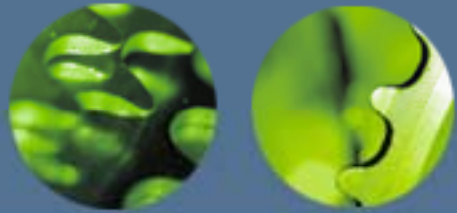


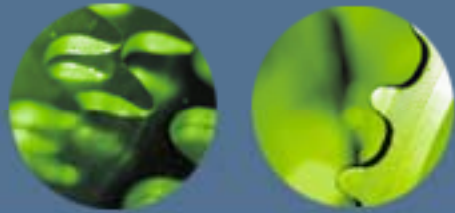
Table Topic

Mr. Hurst is a Principal with Hurst Technologies with over twenty five years of engineering and management experience. Mr. Hurst is experienced in numerous areas of nuclear power design and operation including all aspects of Instrumentation & Controls activities, design control, system operations analysis, design bases reconstitution, setpoint determination evaluations, equipment selection, installation requirements and plant monitoring systems design. He has provided engineering and project management support for both BWR and PWR plants and performed extensive licensing and NSSS activities. In addition, he has acted as a Systems Engineer, ERF Systems Manager, operations interface and general project manager on various design and development projects.



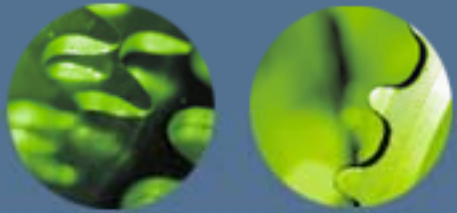
What makes a good resume?

“Mr. Hurst brings over 25 years of engineering and management experience, including nuclear power design and operations, engineering and project management, and operations interface on various design and development projects.”



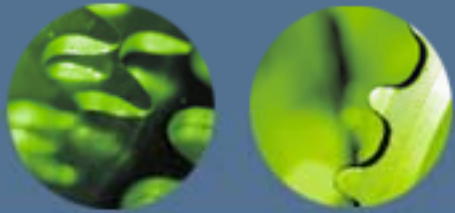
What makes a good resume?

“Mr. Hurst was chosen as Project Manager because of his 25 years experience in nuclear power plant design and operations. He has engineering and management knowledge of both BWR and PWR plants. He brings extensive experience in the permitting and licensing processes within NSSS and has often served as a liaison between agencies.”



What makes a good resume?

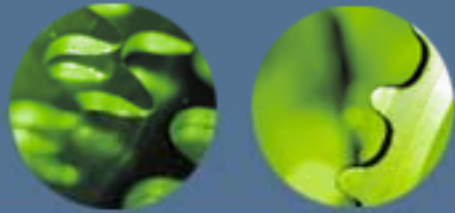
- Qualifications Bullet List
 - Keep to specifics
 - Use only what is relevant



What makes a good resume?

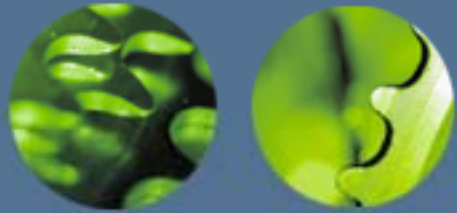
Professional Credentials

- BS Nuclear Engineering, Texas A&M University, College Station, Texas, 1974
- **Management Training Courses, Brown & Root, Inc.**
- Registered Professional Engineer - Electrical - Texas
- Senior Member, Instrument Society of America
- Chairman of ISA's SP67.04 standards committee
- Contributing author to SP67.15 (SP67-04 Part II)



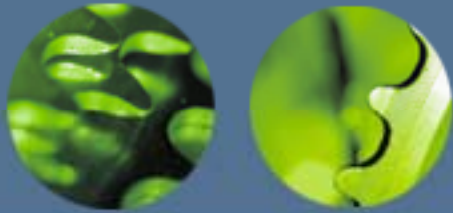
What makes a good resume?

- Break Project Description into two
 - First paragraph describes project. Same project description for all team members
 - Second paragraph describes role. Include success story/accomplishment. Provides proof!



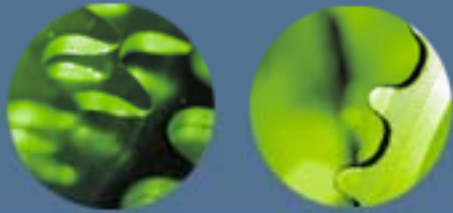
What makes a good resume?

ABC provided preliminary engineering for two 4 leg drilling and production platforms, [location], in 385 ft and 425 ft WD and with interconnected pipelines, and an associated flare tripod. We prepared a total installed cost estimate and assisted in preparing two bid packages.



What makes a good resume?

- Was able to bring his experience in managing right-of-way issues to prevent the destruction of an historical building.
- Designed an alternative of a pier foundation that produced an estimated savings of \$100,000.

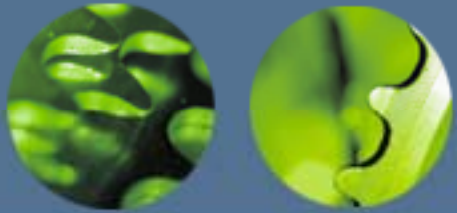


What makes a good resume?

- Link it!

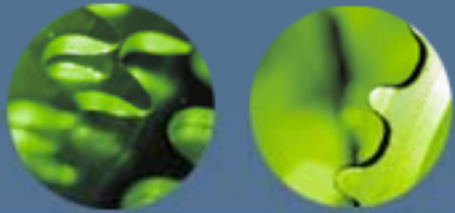
Relevance to Project:

- Hydraulic & hydrologic analysis
- Coordination with City, HCFCD & USACOE
- COE permit
- GIS technology



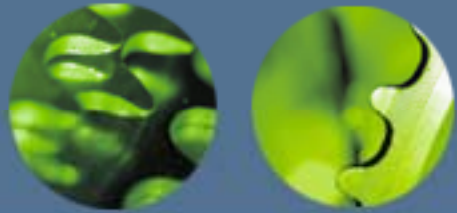
Manage the Process

- Develop a kitchen-sink resume
- Use interview process
- Update with each proposal



Manage the Process

- Develop a kitchen-sink resume
 - Includes all projects no matter how old
 - Include details for every resume you've seen
 - Use key words to your market
 - Include alternative write-ups for same project
 - Put in a format that your clients want to see



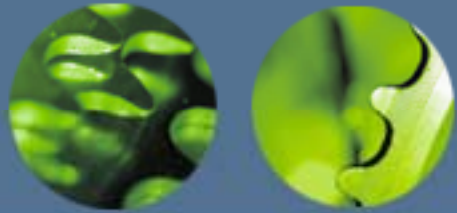
Manage the Process

- Update with each proposal
- Create when hired
- Use key words to identify personnel and projects to include. Ditch the rest.
 - Windows Search “Documents”
 - Word Find



Tips and Tricks

- How to deal with your weakest link
- Deciding the best fit
- Proof, proof and proof



Tips and Tricks

- The weakest link
 - Let your most inexperienced candidate dictate type of descriptions
 - Treat contingent candidates as employees in look but not words
 - Highlight management skills instead of projects



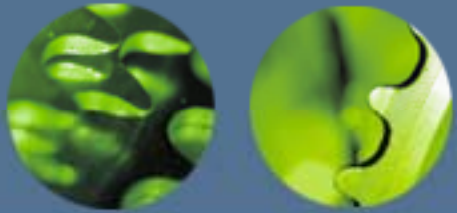
Tips and Tricks

- Deciding the best fit
 - Let your client define the format, even when they haven't
 - Let your schedule and resources be a factor



Tips and Tricks

- Proof, proof and proof
 - Check formatting
 - Check headers and footers
 - Spell check



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www.apmphouston.org



Thank you!

- Questions and Answers