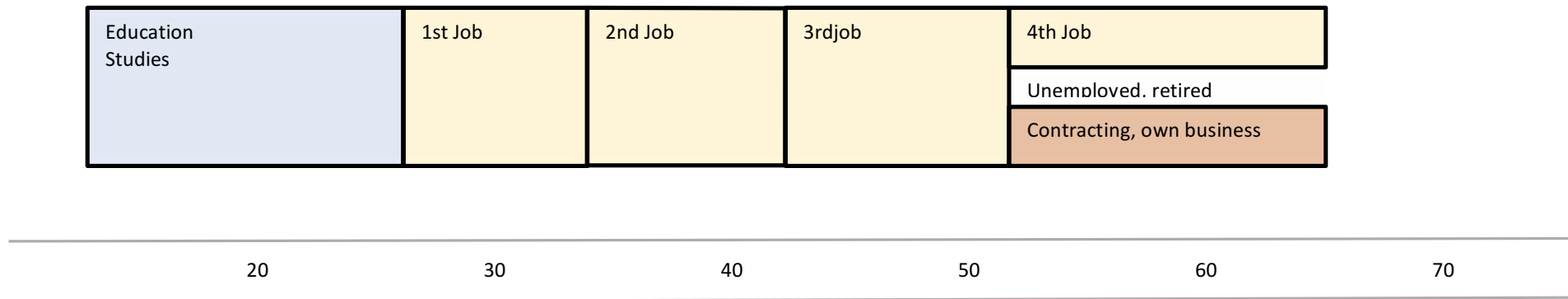


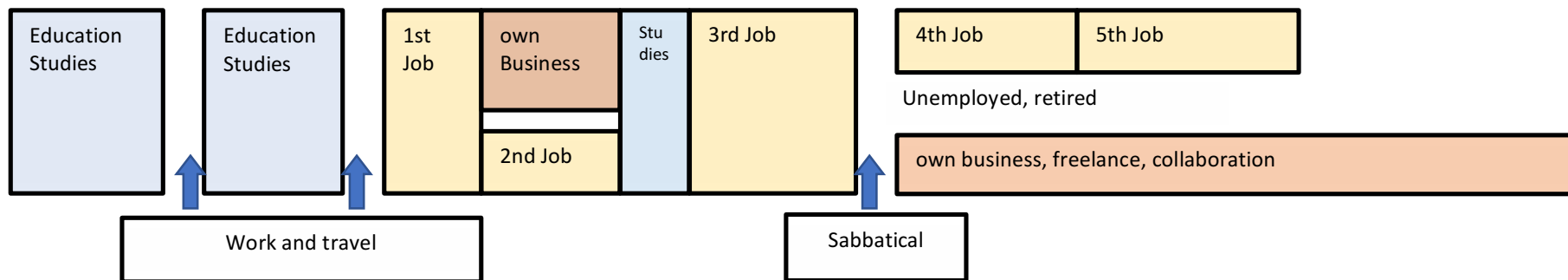
## Comparing resumes and job search – now and then..

### Resumes:

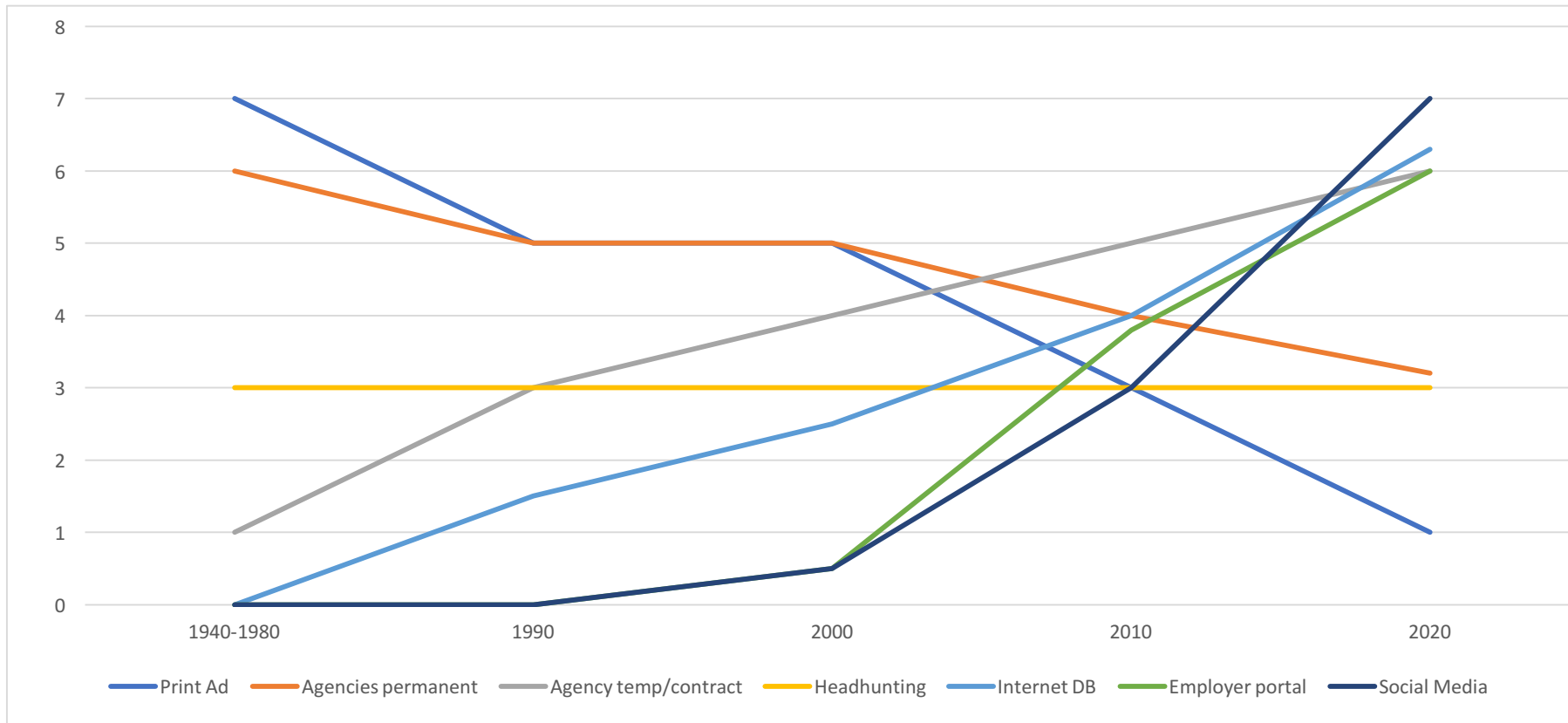
#### Baby Boomer Generation



#### Generation Y/Z



## Recruitment development:



**Internet database** used by agencies, headhunter and companies. Usually no matching software running in the back.

**Employer portal** usually coupled with the 'matching' software checking percentage of word matching with the job ad words

**Social Media** Twitter, LinkedIn, Facebook, online participation/collaboration groups, specialist online groups, etc.

**Today:** Personal branding and lifelong learning are keys. The norm is social recruiting and referral hiring. A resume is no longer a summary of professional activities – it needs to be tailored to the jobs targeted and clearly highlight skills and experience relevant to the opening or the company activity.