



VALUE TALK

A MONTHLY NEWSLETTER BY ADD VALUE CONSULTANTS

Add Value Consultants is a leading Management Consulting Firm serving Indian Industries. This Newsletter is an endeavor to provide updates, understanding and sharing of global practices to the Business Owners, Managers, Academicians and Executives.

CONTENTS

EDITORIAL NOTE

VALUE WAVES: WHY RECRUITERS SKIP YOUR RESUME IN 10 SECONDS? BY VIPUL M. MALI

VALUE EVENTS

ISSUE: 33

VOLUME: 27

YEAR 2026

Editorial Team

Chetan Bhojani and
Team - Add Value Consultants

E-mail:

chetan.bhojani@gmail.com

Editorial Note

Dear Readers,

With recruiters reviewing hundreds of applications every week and spending only a few seconds on each resume, the margin between being shortlisted and being overlooked has never been narrower. In today's evolving talent landscape, effective communication of skills is as important as the skills themselves.

Success in hiring is often influenced by the quality of the first impression. A thoughtfully crafted resume not only reflects professional competence but also demonstrates attention to detail, clarity of purpose, and readiness for the role. The insights in this edition offer practical takeaways that can help transform an ordinary profile into one that captures attention and creates lasting impact.

Have a Great Time...!!!

Regards,
Chetan Bhojani

WHY RECRUITERS SKIP YOUR RESUME IN 10 SECONDS?

Get Noticed, Not Rejected: Fix These 7

Resume Mistakes Now

- Recruiters look at hundreds and even sometimes thousands of resumes in a week. On average, a recruiter spends 6 to 10 seconds skimming a resume before deciding whether to keep reading or move on. That means even small mistakes can become deal breakers.
- If your job search feels like it's going nowhere, your resume might be turning recruiters away before they ever see how great you are.
- As someone who's worked closely with hiring teams, I'm sharing the top 7 red flags that cause recruiters to skip your profile and how to fix them fast.
- 1. Generic Career Objective**

The Problem:

- "Looking for a challenging role in a dynamic organization where I can grow and contribute."
- Recruiters see this so often, it's become white noise. It says nothing specific about what you do, what role you want, or the value you bring.

• Quick Fix:

Replace the objective with a Professional Summary tailored to the role.

• Example:

Digital marketing specialist with 14+ years driving ROI through performance campaigns, SEO, and email marketing. Seeking to bring data-driven growth to a SaaS startup.

• 2. Inconsistent Formatting

The Problem:

- Random fonts, uneven spacing, bold headers in some places and not others. It screams lack of attention to detail.
- Recruiters instantly assume: if you can't present your career clearly, will you be careless on the job too?

• Quick Fix:

Use clean, consistent formatting:

- One font type (like Calibri or Arial)
- Bullet points aligned
- Equal margins and spacing
- Bold headers for sections (Experience, Skills, etc.)

• Bonus Tip:

- Do not use a free template from Sites like Canva, NovoResume etc as they will not give you ATS Friendly CVs. Instead use MS office to make simple Text ATS Friendly CV.

• 3. Weak or Passive Language

The Problem:

- "Responsible for managing a team...", "Tasked with updating reports..." These don't tell us what you actually achieved, but mention what was assigned to you.

• Quick Fix:

Start bullet points with strong action verbs and add measurable results.

• Instead of:

Responsible for managing social media channels

• Try:

Led and scaled social media presence, growing follower base by 60% in 6 months.

• 4. Too Much Fluff, Not Enough Substance

The Problem:

Long paragraphs describing responsibilities with no impact or metrics. Recruiters don't have time to read walls of text.

• Quick Fix:

Use concise bullet points. Focus on what you did, how you did it, and what happened as a result.

- Formula:** Action + Tool/Skill + Result

- Example:** Automated monthly reporting using Excel macros, cutting report prep time by 40%.

• 5. Employment Gaps with No Context

The Problem:

Gaps of 6+ months without explanation can raise red flags. Recruiters may assume the worst.

• **Quick Fix:**

Briefly address the gap in your resume or cover letter.

• **Example:**

Jan 2023 – Sept 2023 | Career Break: Focused on upskilling in data analytics and completed Google Data Analytics Certificate.

Show growth or learning during the gap as it builds confidence.

• 6. Listing Irrelevant Experience

The Problem:

If you're applying for a tech analyst role, listing your part-time job as a barista (without connecting it to relevant skills) adds clutter.

• **Quick Fix:**

Tailor your resume to highlight experience relevant to the job description. Group older or unrelated jobs under a section like "Other Experience" if needed.

Pro Tip: Always match your skills and keywords to what the employer is asking for.

• 7. Typos and Grammar Errors

The Problem:

Even a single typo like

"managed" instead of "managed" can cost you the interview. It shows carelessness.

Quick Fix:

- Use simple tool of Spelling and Grammar check in MS office.
- Use tools like Grammarly or other such apps.
- Ask a friend or mentor to proofread
- Read it aloud to catch awkward phrasing

• **Final Thoughts: Make Your First 10 Seconds Count**

- Your resume is your marketing tool. If it doesn't immediately show who you are, what you do best, and why you're worth interviewing, it's likely headed for the "No" pile
- The good news? All of these red flags can be fixed quickly with a bit of attention and the right strategy.
- Do proper research and homework to make the best of your version.

About the Author



Mr. Vipul M. Mali

He is a Recruitment Expert with 18+ years of experience and the Founder of POST A RESUME, serving clients across India, Africa, and the Gulf. He currently serves as the Honorary Secretary (India, 2025–27) of the Executive Recruiters Association (ERA).

Sessions on “International Business” at Ahmedabad Management Association



Two sessions on ***“Boost your International Business with LinkedIn Groups”*** and ***“Knowing Buyer Persona for Exporters”*** were organized by Ahmedabad Management Association(AMA) on 13th June, 2026. The session was conducted by Mr. Chetan Bhojani, Founder & CEO, Add Value Consultants.

Mr. Chetan Bhojani conducted an engaging session for Gazetted Officers at SPIPA, Gandhinagar on Public Administration, Public Policy & Management – From Intent to Impact. The session emphasized effective governance, leadership, and public service.

