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Write a fabulous CV and win the job to die for

Or, there is no such thing as a CV but there is a
BL

Think about your CV as an advertisement for you. Brag a
little and make sure it is tailor made for the job and made to
measure for the application.

Roy Lilley
January 2010



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Introduction

Thinking of changing your job? Moving-on, going for promotion, doing something new?

Then it's probably time for a new CV.

Let's have a look at the whole idea of a CV.....

First, there is no such thing as **a** 'CV'. Not a document that sits on the shelf and is shoved in the post or down-the-line to a prospective employer.

There is such a thing as **'the'** CV.

A CV is a bragging list, an advertisement and an invitation to get to know you better.

Every job you go for, every promotion will require a new CV. A CV that is tailored to fit you into the needs of the new job.

Before you put pen to paper; read the advert, decide what skills they want and how what you have makes you the perfect candidate and the dream employee – then think about assembling your CV.

The following pages are a guide and to help you. They are not a template but they are there to make sure you don't forget anything and end up with a document that makes you irresistible!



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First rule.....

Forget a CV; create a 'BL'

Bragging List!

Right, let's be clear about this. Forget the cards! And, I'm not talking braggadocio, or braggart, here. A braggadocio (Great word, isn't it?), is someone given to empty boasting unlike a braggart who, justified or not, does it all the time. No, forget that.

brag *v. & n.* **1** talk boastfully **2** boast about **3** a card game, like poker

I'm talking about letting people know how good you are, being up-front about your achievements and your experiences. Too many managers get passed over for promotion or preferment because they are too shy to talk about the great things they've achieved.

There's something about the British. We can't seem to celebrate success. Do well, buy a nice car, park it and be certain to come back and find a big scrape down the side of it. Be successful in the USA and buy a nice car, park it in the street and expect to come back and find a crowd around it. They'll be admiring it and telling each other how soon they will 'have one just like it'.

So bragging? We're talking strategic bragging. Planned boasting and targeted flaunting!

Why not. If you've got it, flaunt it. And, that's the first message. Make sure you have something to brag about! We all have something to brag about. Nine times out of ten, we just forget what it is.

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Dealt with a really difficult situation on the phone? Make a note of it. It is a bona-fide achievement.

Sorted out a sticky problem with a patient or staff?

Make a note of it! It is a 24 crt., accomplishment.

Solved a problem?

Delivered the impossible?

Jumped tall buildings in a single stride?

Write it down! Why not, it is a copper-bottomed piece of career insurance.



TIP

Be like the character in Gilbert and Sullivan's, Mikado, and 'have a little list'.

At the back of your note book, diary (If you still have a paper pile, ugh!), personal organiser or a secret place, keep a list of things you have learned skills you have developed and good pieces of work. Add to it every week, without fail.

Come appraisal time you'll have something to talk about, a lever to use for promotion and the basis of freshening up your CV.

You are good at something!

Done a stunning business plan, a slide-show to die for, a report in record time? Keep a copy, put it into your appraisal file or attach and anonymised version to the paperwork when you go for your next job, as an example of how smart you are.

It's all about bragging.....

You are good, very good but sometimes you need help remembering. If you don't remember, if you don't brag a little, no one will do it for you.

What about your staff?

Find reasons for bragging about them. Let them hear you say things like: 'I couldn't have done it without this great team of people'.

Brag about an individual; 'We're really lucky to have Amanda working with us. She's done us proud with this project

Thinking about going for a new job? This takes some careful bragging!

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..... time to turn bragging into a fine art.

Your CV, bragging and you.

How's your CV? Where's your CV? On a disc somewhere? Down the back of the armchair? In the bottom of the parrot's cage?

You should:

- Know where it is
- Have a list of things to add to it
- Be able to up-date it, pronto



Tip..... Get your head around the idea that there is no such thing as a 'CV'.

Really? Yup. Think of a CV as an introduction to you. If you were in a room of people you may well introduce yourself differently to different people. Older people, younger people, people whose first language is not English. It is the same with a CV. You will need the same basic information but presented differently for different circumstances.

An internal CV for internal promotion? A CV that emphasises your people management skills for a people job and your planning skills for a planning job? Horses for courses – get the idea? As you change, so does the CV. Think of your CV as a tool to help you achieve what you want.

Sometimes you need a hammer, other times a screw driver.

Here are the basics of a CV that brags, boasts and brings you into the limelight without anyone realising.

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The secrets of the Stealth CV

It is a good bet you are not the only person to be sending a CV for a job interview, promotion or whatever. So; first impressions count. You've got ten seconds to impress and get yourself filed in the '*must see*' pile and avoid the '*dump this lot*' pile. If there are a hundred applicants and there often are, you have to be the *one-in-a-hundred*.

How do you do that? Easy. Sell your best stuff on the front page. Just like a shop window. In other words match your experience to the job advert and get it on the leading page. Put your personal or educational details, your outside work hobbies and all the other junk at the back.

At this stage it is all about getting an interview.

A short list of your capabilities and a list of your major, stunning achievements – enough to make the selection person say; '*Wow, I must meet this star, they are a match made in heaven*'.

Chose a layout that grabs them by the eyeballs.

Plenty of white space (Like this booklet), easy to read with headings and section breaks that jump off the page.



Use a word processing package and stay away from desk-top publishing. If you've got fancy lines, three hundred type faces, drop shadows, boxes, clip art and embossing tools, you'll be tempted to use them.

They will look horrible, amateur, immature and naff. Got the picture?

Oh, and use good quality A4 paper, preferably 100gram for both your CV and covering letter. Not coloured paper, think about recycled paper but not from the hair of the armpit of a Tzumistan mountain goat, or the pretty stuff with the flowers on.

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How long?

Two pages. Yup, two pages of careful, thoughtful well chosen words and that's all. Yes, I know you have a million qualifications, experience up to the eyeballs and are an all round dish of the day. But, unless you are asked for something in detail, two pages is enough. Your prospective new boss doesn't want your life history – they just want to know if you are worth time, interviewing.

Get organised

- Use paragraph headings as sign posts and bullet points as markers. Keep sentences and paragraphs short and punchy.
- Include some stuff on where you are working now and the job you are doing. Make it relevant to the post you are seeking
- You need to brag about your achievements. This is your sales leaflet and must tell the prospective, sceptical, new boss, why they should invest in you. How are you going to show them a return? Sell them your benefits.
- Die, rather than send in a CV with mis-spellings or poor grammar. You will look sloppy, thick and casual.
- So, use the good old spell-checker and if you are not sure, get a friend to read you CV though. Look for typo's and mstkes. (They are easy to miss!)



Should you use a professional CV service?

Big job, lot riding on it, make-or-break? Well a professional CV is a possibility. Have a look on the Internet and you'll find ten thousand companies who offer a service. Some are real swish out-fits and some are former managers who have set up shop in the back-bedroom.

If you have a particular career problem a pro-CV writer might be a good idea. They will want to know everything about you and everything about the prospective job. This will take time.

Be clear what their fees are. Some of the companies are part of job agencies or headhunting firms and use the CV-writing offer as a come-on to find prospective employees for their client base of prospective employers.

You'll need to spend some time harvesting information. Here are the basics:

- Your full name, address, home and mobile telephone number
- date of birth

Do not include your age – let them work it out. This applies to all ages but particularly if you are worried you are too old or too young for the job. Indeed, if top-notch HR policy is followed, the person interviewing you should not know your age.

- Marital status

Divorced? Use 'single'. Separated? Then you are still 'married'. Never, never, never, list any type of failure on a CV. Don't use divorced even if you were the tragically wronged, innocent party. You would say that wouldn't you? Anyway, it's no one's business but yours.

- Nationality

This is really if you are applying for jobs abroad or if you are a British/EU national and your name does not sound British. Here again, the best HR practice would preclude this question except in exceptional circumstances such as where travel to sensitive foreign countries is contemplated.

- Driving licence details.

If it is clean, say so. If not, say nothing until you are asked. Remember – nothing negative. Got points on your license? If asked say "Expiring in 3 months I have 3 points for an old speeding ticket", or whatever. Put the positive first.

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Educashun (We ain't go no....)

- List your qualifications in reverse chronological order (*Latest first*)
- List your professional qualifications, membership of professional associations and if you are a member of a profession that has a register, say you are on the list but for security reasons don't give your roll number 'till you are asked for it
- If you have completed a college or university degree or HND or Diploma, etc, list the courses you've studied if your subjects were relevant to the job.

Don't forget any training courses you've been on.

Include internal courses and any evening classes or distance learning you have done in your own time.

Don't leave out charity work.

If it is smack-on-the-nose relevant put it in the jobs section. If not, bung it into the 'interests' section.

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Mind the gap

Got a gap in your chronology? A period unemployed? This makes prospective employers think of prison, illness, time in de-tox' and just about everything else bad.

Have a good reason for a gap and get in down on paper.

- Start with your most recent or last job and work backwards. For each position (*Been promoted? Present that as a new job and show the dates separately*)
- List your job title (*e.g. Manager, Supervisor, etc*)
- Show the job title of the person you reported to (*e.g. Director, Manager, etc*) this underlines your seniority
- Start and finish dates of all jobs
- What did you do? Spell it out along with the main responsibilities
- List your skills responsibilities, achievements and duties. Match them to the job you are looking for
- Impress them with your level of responsibility. *'Managed a department with a budget of £200K and managed 15 staff'*.
- Increased productivity/savings/revenue? Say so and quantify it. Say by how much, include volumes and numbers



TIP: Be positive about your **skills** and use words that 'sell' them. **Good** written skills, **excellent** people skills, wide **experience** with customer complaints. **Sell, sell, and sell!**

Time to brag; with style, skill and cunning.

What are your achievements?

Yup, I know you've done it all, been there and got the T-shirt. However, don't go over the top. Think about what you've done. Pick the four or five achievements that most fit the specification for the job you are after. Major on them. You can list all the other amazing stuff, later in the CV. Target what they are looking for in a candidate, with what you have done, put it up-front and in their face.

What else can you do?

Make a list:

- Computing skills you have and stuff you can make work: PC, Mac', Microsoft Windows 95, XP, Vista, Linux, Microsoft Office 2007, Windows NT, Office Pro', Windows Millennium, Windows 2000. Excel, PowerPoint, Access, Front Page, Web developing and all that sort of thing
- Speak a foreign language? Très-bon! Say so. Indicate the level; spoken; written, business or technical, restaurant, night club, pillow talk! Fluent? Good working knowledge, familiar, rusty. Be honest and don't get caught out.



References

Don't include them in the initial CV but think about who you will approach and ask them, in advance, to support you. Some professions will want to take up references before interviewing you.

Say you have references and give details when asked; name, qualification or job title.

Impress them with who will speak for you and have the contact details typed and nicely presented.

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Out of work interests?

Sports, hobbies, run a boys club, do meals-on-wheels, organise a charity?

Increasingly employers look for a 'rounded' candidate. Someone who has a life!

The right hobby or charity interest is especially good if you are thinking of a sideways move into a new area of responsibility.

For instance; if your present job does not call on you to do budget management, the fact that you are the Treasurer for a charity might persuade a new employer that you are responsible and numerate.

Brag a little and show what a nice, warm, community minded person you are.

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What gets left out is as important as what goes in?

Don't include:

- Some CV guru's will say no photographs. They argue; you may think you are lovely and no doubt your mother does, too, but, unless you are applying for a role in the next James Bond movie (or perhaps airline cabin-crew), leave it out. I'm not so sure. If you have a nice passport size picture that makes you look business like, gorgeous and lovely, why not include it? Don't use holiday snaps or pictures that are in any way technically or presentationally dodgy.
- Had something go pear-shaped? Job, relationship? Don't mention it. Remember, nothing negative.
- Reasons for leaving previous jobs? Leave them out but be prepared to be asked at interview.
- Previous salary information. They might ask later. Just assume that you are worth what they are offering (and more)!



TIP: If you've got wild-stuff

on a Facebook, Twitter or any other social networking sites – kill-it, lose it and cancel it.

These days employers will look

Time to grow up.

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..... And don't use:

- Title pages, binders and folders
- If you are a science whiz that has published loadsa papers, sorry now is not the time to list them. Refer to a web-site where they can be seen.
- Photocopies that are obviously photocopies – it makes it look like you are in the *give-us-a-job* hunt. In any case your CV should be tailored and targeted for each specific job

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OK, so what does a super, get-the-job CV look like?

Here's an example deliberately taken, partly, from the private sector and partly the public sector – just to illustrate the principles are the same in both environment.

The bits in **bold** are the sign-posts for you to follow.

Use them to make a perfect fit with the job advert' or specification.

Translate the copy that is already there into your particular world.

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PROFILE:

A Senior Administration Manager, **widely experienced in** marketing and administration. **Able to** work as part of a team and alone. **Proven** leadership skills focused on managing, developing and motivating teams and people **with the aim** of meeting targets and objectives. **Experienced** people skills and budget management. **Dedicated to developing and maintaining** high quality standards and patient liaison.

MAJOR ACHIEVEMENTS:

- **Introduced** a new administration system that identified late order delivery and saved the company £150k in lost orders.
- **Implemented** a new computer based stock control system, on time and within budget
- **Achieved** Investors in People accreditation for a department of 30, since rolled out company wide
- **Solved** customer liaison difficulties with staff not based centrally

EXPERIENCE:

Whizzo Ltd

- 1992 - date **Senior Administration Manager**
- Whizzo make widgets under the brand name Whizzget in a state of the art factory in Brimwell.

Responsibilities and achievements:

- **Managed** all administration for sales and commercial activity **reported** directly to the Admin' Director.
- **Responsible for** a team of 30 people; planning their work, agreeing objectives, and encouraging them to meet corporate targets.
- **Demonstrated** the quality assurance admin' procedures to prospective customers on visits to the factory.
Performed Audits for *Investors in People* procedures.

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- 1985 - 1989 **Terriffoo Plc**
- 1986 - 1989 **Administration Assistant**
- Terriffoo Plc manufactures a wide range of engineering products.

Responsibilities:

- **Developed** new internal admin' systems to speed payment and collection of customer accounts.
- **Tested** new computer systems.
- **Conducted a survey** of customer attitudes to the company

- 1985 - 1986 **Junior Administrator**

- **Worked** in the wages department

Responsibilities:

- Collected information from new and existing staff, to pay tax and wages.
- **Solved and fixed** many problems other staff had with their use of the IT system [A work record longer than 5 years should be compressed into one-liners]

TRAINING:

- Courses including: Quality Assurance, The Investors in People Quality Approach, Team Leadership NVQ parts 1 & 2, Time Management (Evening Class), Report Writing in MS Excel and Word.

QUALIFICATIONS:

- **BSc. (Hons) 2.1** in Business Administration at the University of Mancinham (1984).
- **4 A Levels:** English [B] Math's [A], Biology [B], Chemistry [C];
- **5 O Levels.**

PERSONAL DETAILS:

- Date of Birth:
- Marital Status: Single
- Driving Licence: 23rd June 1963 Full car - Clean

INTERESTS:

- Aerobics, cycling and voluntary service with meals on wheels

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OK, so you get the idea?

The example is a straightforward and for a fairly junior post. However, the principle is the same, no matter what the job and how long-in-the-tooth you are.

It is a grab 'em by the eye-ball, easy to read, notice-me approach that is designed to get you to interview.

It is designed to make the reader say; 'Yup, put that one on the must-see pile!'

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Here's an idea; is it for you?

Some recruitment guru's suggest you open your CV with a short 'mission statement'. The idea is to encapsulate 'you', your vision, experience and aspirations in 30, or so words.

Some people say it's a bit 'cheesy'

Feel comfortable with the idea? Give it a try and see how you end up.

Make a list of your talents, skills and aspirations. Think about your main strengths, attitudes and the direction in which you want to go. Ask yourself the question; 'Where do I want to be in five years time?'

You might find it easier to discuss them with a partner or close friend. Work on it together.

You should end up with something that looks like this:

**'A qualified management professional
able to lead and motivate others,
aiming to achieve senior management
responsibility in the developing area of
patient commissioned services.'**

..... what a star!

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Now you try:

'A qualified.....
..... able to
.....
.....,
aiming to achieve
.....
in the *developing* area of
.....'

Comfortable with that?

Good, stick it at the front – *Brag a little!*

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Finally.....

Make every word count. Remember, you are selling you!

Use words like:

Every word you use should be screened to check that it's positive rather than passive or worse, negative!

- ✓ Delivered,
 - ✓ Operated,
 - ✓ Consolidated,
 - ✓ Administered,
 - ✓ Evaluated,
 - ✓ Negotiated,
 - ✓ Accomplished,
 - ✓ Achieved,
 - ✓ Initiated,
 - ✓ Generated,
 - ✓ Pioneered,
 - ✓ Purchased,
 - ✓ Demonstrated,
 - ✓ Increased,
 - ✓ Created,
 - ✓ Planned
-and promoted.

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Finally, finally.....

Make sure that your wonderful CV arrives on the desk of the inquisitor unfolded, stapled in the top left-hand corner, only and un-crumpled. Invest in a hardback envelope.

E-mail applications

In this twittering world the old snail-mail is taking a bashing. Increasingly you're going to be emailing your CV to prospective employers.

There are some traps:

If you send your CV in the main body of an email, it might change format when opened by the recipient.

If you send your CV as an attachment, you might find out, too late, that the company has a policy of deleting all emails with attachments because of the risk of viruses.

Try attaching a note indicating which programme your CV should be opened in. Most organisations can cope with a Word or .pdf file.

Call up and find out in advance what they want you to do. When all else fails, there is always snail-mail!



TIP:

Make sure your name and contact number is on every page of the CV – put it in the footer. Don't know how to do that?

Open Word for Windows. Go: Insert/Header and Footer and that nice Mr Gates does the rest. Easy!

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Need a covering letter? Do this:

- Address your letter to the correct, named person within the organisation, or department with exactly the right reference in the advert. Be sure to check all the spelling, names, titles and so-on.
- Type (I mean, word process) the addresses and body copy and top and tail the salutation and signoff, by hand. Use 'Dear Mr Big-Bloggs' and end 'Yours sincerely'. Forget Dear Sir and Yours faithfully.
- If you're responding to a job advert, give the full title of the position, mention where you saw the ad and give the appropriate reference number at the top.

Your letter should look something like this.....

Dear Mr Brown - in your own hand

REF: 2001/6/78/ Locality Manager

Further to your recent advertisement in The Gronidad, I am writing to apply for the above position.

I am a public service professional and a self-motivated team player and leader.

I have demonstrated my ability to work within budget and have an in-depth understanding of current policy, good practice and guidance.

I enclose my CV in [.pdf format] and ask, please, to be given the opportunity to attend for interview.

Yours Sincerely, - in your own hand

Gladys Snoods

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Didn't Short Listed?

Don't be disappointed.

For every vacancy there will be scores (if not hundreds) of applicants.

You may have been the best candidate but; your CV could have been lost or mislaid, not read properly by a lazy recruiter, left on the wrong pile or even on a train!

And, let's face it, you might not have been right for the job, the chemistry and mystery of recruitment – it's a dark-art.

What you have to be sure of is; your CV was easy to read, comprehensive and tailored to the vacancy. It should have been delivered on time and looked professional and business-like.

You need to be sure you gave yourself the best chance to get an interview.

If you got to the interview stage and weren't successful; reflect on the interview, was it you or was it them?

What I do know for certain is this; every 'no' you get, brings you closer to the 'yes' you are looking for.

Think of the rejections, disappointments and let-downs as practice for the real thing!

Good Luck!

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You've done it!

Your stunning, carefully crafted, thoughtful and thoroughly fabulous Bragging List has got you to an interview! Well done – give yourself a pat on the back.

Now what do you do?

Here are some tips for the interview that gets you the job.....

Arrive early – give yourself time to settle and relax. Not only that – being late creates an horrendous impression; even if your Granny ran over the cat. Managers may think if you're late to the interview, you'll be an unreliable employee.

Use your body language to convey your confidence. It is important to make eye contact and maintain good posture during the interview.

Relate your answers to the specific company or interviewer. This will show that you've done your research. Look at their web-site and published plans.

Speak directly and to the point. Don't ramble or use slang or jargon in your answers.

Stay positive during the interview. Never criticise a previous employer – even if you do hate them!

Ask the interviewer some questions about the position and the company. This shows you've done the research.

At the end of the interview say 'thank you' – even if you did get a grilling. You might even consider sending a 'thank-you' note.

Don't chew gum. Yes, I've seen it. Nervous people do do it.

Don't go into an interview smelling of smoke. Non-smokers can smell fags a mile-off and these days it is becoming increasingly passé.

Don't have your phone or pager turned on – otherwise it looks like you can't organise yourself.

Don't interrupt – no matter how long the question.

Don't fidget with hands, papers or click pens.

Don't look around the room; focus on the panel or the interviewer.

Don't wear too much make-up – save it for the weekend celebration!

Don't wear too much jewelry – a watch and a ring are OK. For women discrete earrings – save the piercings!

Do cover up any tattoos if you have them take out the face piercings

Do make sure you dress like the rest of the staff

Do research to organisation – accounts, web-site, blogs and Google

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Be prepared to.....

- Give examples of the projects you have completed
- Provide details about what you actually did and the part you played – brag some more!
- Be frank about projects – be analytical. The good the bad and the ugly – show you are responsible and thoughtful and a problem solver.
- Quantify results and benefits.

And.....

- Be honest – don't give the answers you think the interviewer or panel want. Better you find out now, that there is a difference of culture or belief. You need the right fit with the right organisation. If you are untruthful at interview you will be untruthful for the whole of you time there.
- Do some research about you; sieve your career and come up with a list of your history and the successes. Remember the problems you had and how you overcame them. Look for examples of what you did well, of what you were proud of. Brag some more! Tailor your examples to the position you are hopeful of.

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When they say; do you have any questions.....

Don't panic!

Here are 20 ideas

1. "What are the day-to-day duties involved in this job?"
 2. "How will my performance be measured?"
 3. "How are targets set? How much say would I have in setting them?"
 4. "Who will I report to?"
 5. "Who would I be spending most of my working time with?"
 6. "Who are the key decision makers that I would need to get along with, and how would you describe each of them?"
 7. "What sort of budget would I have for running the team?"
 8. "What do you see as the immediate challenges for me if I were to be given the job?"
 9. "Why has this vacancy arisen?"
 10. "What happened to the previous job holder?"
 11. "Are you looking for anything in particular from the person who will take this role?"
 12. "How do you see this role developing?"
 13. "How quickly are you looking for someone to take on this role?"
 14. "How is the department that I would be joining viewed by the rest of the organisation?"
 15. "How is the organisation structured?"
 16. "When was the last organisational restructuring, and how did it affect this department?"
 17. "What challenges is the organisation currently facing?"
 18. "What training and development is given to employees?"
 19. "What opportunities are there for promotion?"
 20. "What opportunities are there for travelling with this job?"
- and one for luck; "How does the organisation promote personal growth?"

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Will they ask you to make a PowerPoint presentation?

Think about it

10 Tips

1. Plan the content carefully. Don't rush to the computer. Make some notes focus on the question or task you have been set. Write down the points you want to make and do the research.
2. Usually you will be asked for 10 minutes of your pearls of wisdom – that means no more than 5 slides
3. Don't use every typeface, build, insert, video and all the other tricks that the software can do – keep it simple.
4. Use more pictures than words.
5. When you make the presentation, look at the audience and not the screen.
6. Be sure you keep to time.
7. Rehearse, practice and prepare.
8. Take your presentation on a memory stick – even if you have e-mailed it in advance.
9. See if you can run through it on the day to make sure it works on the computer you are using – take two copies on two sticks in different versions.
10. Make sure you know how to run a presentation from a stick. Don't be a wilting technophobe – it cuts no ice these days.

Need help to create a PowerPoint presentation to wow them?

Click here for a FREE slide download on making presentations that go Pow!

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Notes