

Armstrong A. & Osman R. (2012)
 The 100 Most Powerful
 Things in the World.
 London, BBC, 2012



I've got a great idea. Seeing how successful Facebook and Twitter have been, why don't I start up a new social network? Y'know, make it all about people being connected to one another but in an overtly business-y kind of a way because, hey, it's not *what* you know, is it?* I'm thinking of calling it something like 'ConnectedToPeople'. All I would need to do is get a few key people involved at the start (I'm sure I know enough people of my kind of business-y mindset who can take an acumen-based view and SEE that this is just a hands-down WINNER) and get them to go through their address books – under duress, if necessary – so I can fire out links

* No, it's who you know.

to each and every one of their contacts.** It can't fail. Think about it, who would say no? It makes perfect sense for the business-minded man or woman on the web who hasn't already established their own set of friends or business contacts. And on ConnectedToPeople we've removed the stigma from shameless networking by making it our core principle. So, while they might come over a little bit desperate, constantly asking for validation and updating you daily on every single new ConnectedToPeople contact they've made, that's just the way we run the network. And don't forget: coming over a little bit desperate is a great way of attracting business.***

Not long from now the day will come when everyone in the world can log on to ConnectedToPeople via a series of uncomplicated security questions and find themselves just three or four clicks away from all the people in their mobile-phone contacts list they don't especially want to keep up with.

.....
 ** IT'S ALL ABOUT CONTACTS – THAT'S JUST THE WAY BUSINESS WORKS!
 *** And friends!



It's time we all admitted it: no one who has ever written a CV has ever told the truth. And no one who has ever read a CV has ever believed it. Why do we still bother? We know all the lies we're telling, and we know all the lies we're reading. Is it not time we were just more honest about things?

Below is how your CV looks now, and on page 161 is how it would look if you told the truth.

DEBBIE WILMOTT

A professional and highly focused IT professional seeking new challenges and opportunities in the computing, technology and service industries.

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Professional Experience

2009–12 *LimTex Consulting*

Team leader implementing core IT goals and strategies in a constantly developing high-end environment. Responsible for key staff team, including appraisals, training and incentivisation. Reporting to David H. Edwards, Managing Director of LimTex Consulting.

2008–9 *VimTech Solutions*

Deputy team leader implementing core IT strategies and goals in a high-end, constantly developing environment. Working very closely with team leader Marcus Johnson, Deputy Managing Director of VimTech Solutions.

2003–6 *Central African Republic Tourist Board*

IT assistant.

2001–2 *BurgerStar Inc*

Technology consultant and operative, responsible for key end-user interface transactions, with responsibility for business to consumer satisfaction, and management of financial transactions.

Education

Our Lady the Redeemer School, Melton Mowbray, Leics
12 GCSEs, including A* in Maths, Further Maths, English, Information Technology, Physics, Chemistry and Mandarin

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Hobbies

I enjoy hiking, visiting art galleries and museums, charity work, tap dancing, and amateur archaeology.

References (Available on request)

Work: Marcus Johnson – VimTech Solutions

Personal: Professor H. C. Carruthers, De Montfort University.

And now here's the same CV, but written honestly.

DEBBIE WILMOTT

Bored IT professional, unhappy that she's not allowed to access the *Daily Mail* website in her current employment.

Also fairly sure that at some point they're going to work out she doesn't have a clue what she's doing, so keen to move on before that happens.

Professional Experience

2009–12 LimTex Consulting

Team leader implementing weekly biscuit-kitty collection and co-ordinating gossip about the new guy who's started in the post-room. Responsible for Carl and Sue. Reporting to the world's biggest tool, David H. Edwards, Managing Director of LimTex Consulting.

2008–9 VimTech Solutions

Deputy team leader implementing getting Elaine's leaving card signed. Left after refusing, repeatedly, to sleep with Marcus Johnson, Deputy Managing Director of VimTech Solutions.

2007

Please don't notice that I've left out 2007, when I sat on the sofa for most of the year eating Wotsits and watching *Jeremy Kyle*.

2003–6 Central African Republic Tourist Board

IT assistant.

2001–2 BurgerStar Inc

Worked the tills. Didn't ever quite manage to win a star, due to repeated late arrivals, and general 'not giving the first toss' about BurgerStar Inc.

Education

Our Lady the Redeemer School, Melton Mowbray, Leics
No one EVER checks this, right? How sad would you have to be to contact the school I left twelve years ago to discover I got two GCSEs, a D in Maths and an E in General Studies and that, perhaps most importantly of all, I failed IT?

Hobbies

I enjoy what everybody in Britain enjoys – watching telly, texting my friends, tutting at parents who shout at their kids in supermarkets, and sleeping. I once watched *Time Team*, and I donated to Comic Relief last year.

References (Available on request)

Work: Marcus Johnson – VimTech Solutions

(A wonderful reference, due to my eternal threat of telling his wife about that telemarketing conference in Loughborough.)

Personal: Professor H. C. Carruthers, De Montfort University

(My dad putting on a voice.)

So, CVs are utterly pointless. Even I – as a former astronaut and winner of the Wimbledon Ladies Singles Final in 1987 – know that.

POINTLESS QUIZ QUESTION

One of the first CVs in history was sent to the Duke of Milan in 1482. It started 'I can carry out sculpture in marble, bronze, or clay, and also I can do in painting whatever may be done, as well as any other, be he who he may.' Whose CV was it?