

Objective Tool

Stephen F. Austin State University | Center for Career and Professional Development

The objective statement is the introduction of your résumé; your first chance to communicate you and your career interests. A good objective statement verbalizes the job and/or field you are pursuing, AND demonstrates the relevant value you bring to the position. Consider the objective as the heart of your résumé; all other content should support it. An objective statement should be tailored to each specific position you are seeking. Remember, this is your opening statement – make it short, sweet, and focused!

Tips for writing an objective statement

- If you choose to elaborate, be sure to emphasize what skills, experience, or knowledge you have to offer, NOT what you want from the position
- The rest of your résumé should be designed to support your objective statement
- If the purpose of your résumé is for admission into graduate school or a scholarship, state this in your objective
- Be sure your objective communicates to the employer what type of work you want to do, the industry you want to work in, the skills you want to apply, or some combination
- Avoid objectives like "position which utilizes my skills and abilities" without specifying your skills and abilities.
- Avoid objectives like, "position related to (name of your major)," when your major does not describe a job/career field or is too vague to be meaningful. For example, a "position in business" is unclear, leaving the employer clueless of what specifically you want to do. Moreover, an employer won't take the time to search through your résumé to find out what you are interested in doing.
- If you are seeking an internship, summer job, or some other non-permanent position, be sure to state this in your objective so that an employer will not misinterpret that you are a graduating student seeking full-time work.
- If when creating your résumé, you find you have several different areas of focus, create more than one version of your résumé. Each version can be slightly different to support its objective.

EXAMPLES

POOR Objective: A position which allows me to use my skills and experience

GOOD Objective: Seeking a human resources assistant position utilizing knowledge of affirmative action policies in the human resources department of a technical organization

POOR Objective: A management training position with a bank or large retail organization

GOOD Objective: To obtain a position in a bank management training program leading to the position of lending officer

POOR Objective: A challenging, creative opportunity where I can apply my skills in a dynamic organization with plenty of room for advancement

GOOD Objective: To apply the knowledge acquired through a bachelor's degree in Marketing and summer internship at a public relations agency to an entry-level position on the PR team of a major financial institution