Heinzer Consulting

How To Use Chat GPT In Your Job Search

Gated Talent Talk
April 29th, 2025
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9.30 – 10.15 EST

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Who am I and why do I deliver this talk?

Anette Jeanne Heinzer-Hiemer, Master INSEAD, PCC Intl. Coaching Federation, currently working towards *making it to the top one percent of coaches and mentors worldwide **USING CHAT GPT** – I coach and mentor myself - to get there as quickly as possible*

Licensed Career Counselor, Branding/PR/Marketing expert, global job search experience across various industries in four continents (10 intl. relocations) with a strong corporate background (married to a VP Life Sciences big biotech/pharma), clients worldwide, corporate communications professional (sales, marketing, PR)

Passionate about:

- Living and working abroad
- International Travel
- Education and Academic Environments
- People
- **ChatGPT - FUN!**

Some days I spend 10 – 12 hours per day - sometimes whole nights - to prepare AI generated proposals, work on CVs and Linkedin Profiles for my international clients

Your current key challenge and question

- What needs to happen in the Gated Talent session today to allow you to say that the session has been useful?

Welcome all - Your Questions so far..

We have five themed question groups - I leave 20 minutes for Q & A

- 1. Application & Resume Optimization - type A

- 2. Authenticity, Ethics & Detection – type B

- 3. Personalisation & Standing Out – type C

- 4. Employer Perspective & Quality Signals – D

Bonus: Speed & Targeting: Faster, more targeted search with AI – E

*More questions, **please type your question and A, B, C into the chat while I am talking***

If your question isn't covered by the end of today, email me directly at jeanne.heinzer@insead.edu" and/or I will put an AI Job Search Sheet together with your Q and As which will be available online – Yann?

Today's 45-Min Roadmap

Setting the Stage – why AI Matters

- Choosing The Right Chat GPT
- What companies Value and Your AI Action
- IQ + EQ + CQ Framework – our signature methodology
- How AI supported Job Search Support Can Help

Job Search Strategy & Tactics

Case Study - What (a) simple AI CHAT GPT prompt(s) can deliver – Examples

- Stage | AI Prompt | Expected Output | Time Estimate | Success Metric - Prompt Cheat-Sheet (Take-Home)

Free 15-min Audit Details

Next Steps

Q and A

Housekeeping and Free Audit after this session

Free 15-min "AI Job-Search Quick Audit" • *first 15 attendees*

- Watch for Yann's follow-up e-mail tonight with the 2-step sign-up

- Need help sooner? e-mail **jeanne.heinzer@insead.edu**
Subject: *Free Audit – Gated Talent*

Please note:

© 2025 Heinzer Consulting | Currently rebranding – website relaunch coming soon.

Reach me at **jeanne.heinzer@insead.edu** or via WhatsApp: **+49 172 266 1612**

Audience interaction – please type into chat

1. Who is currently employed/in a job?

   Working/Non working

2. Who uses chat GPT?

   Regularly/Not at all

3. Who has used Chat GPT for their job search?

   Used/Not used

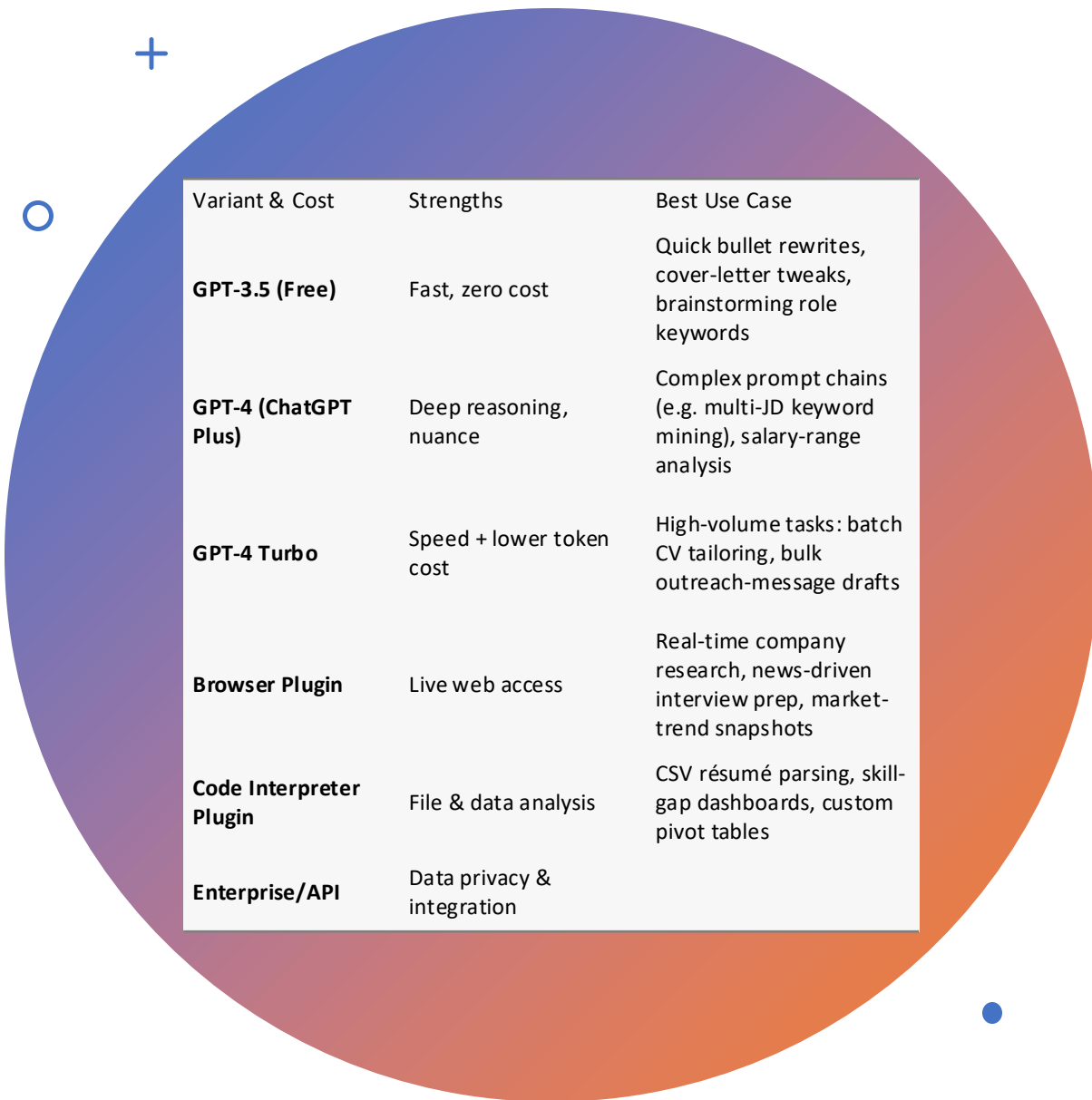4. How would you describe your ChatGPT user level?

   0-10?

AI adoption in Job Search by Career Level
*Percentages are blended from 2024-25 surveys; they illustrate the trend rather than an exact census.
Sources: Financial Times (Aug 2024) ResumeBuilder (Jan 2025); McKinsey State of AI (Mar 2025)

Career Level	% Using AI in Job Search*	Key Survey Signals
Junior / Early-Career	≈ 55 %	Gen Z job seekers cite AI tools (FT, ResumeBuilder)
Mid-Manager	≈ 40 %	44 % of mid-level managers use gen AI at work (McKinsey)
Senior / Executive	≈ 35 %	53 % of execs use gen AI at work; adoption in job search more discreet (McKinsey)

| Variant & Cost	Strengths	Best Use Case
GPT-3.5 (Free)	Fast, zero cost	Quick bullet rewrites, cover-letter tweaks, brainstorming role keywords
GPT-4 (ChatGPT Plus)	Deep reasoning, nuance	Complex prompt chains (e.g. multi-JD keyword mining), salary-range analysis
GPT-4 Turbo	Speed + lower token cost	High-volume tasks: batch CV tailoring, bulk outreach-message drafts
Browser Plugin	Live web access	Real-time company research, news-driven interview prep, market-trend snapshots
Code Interpreter Plugin	File & data analysis	CSV résumé parsing, skill-gap dashboards, custom pivot tables
Enterprise/API	Data privacy & integration	

Setting the stage
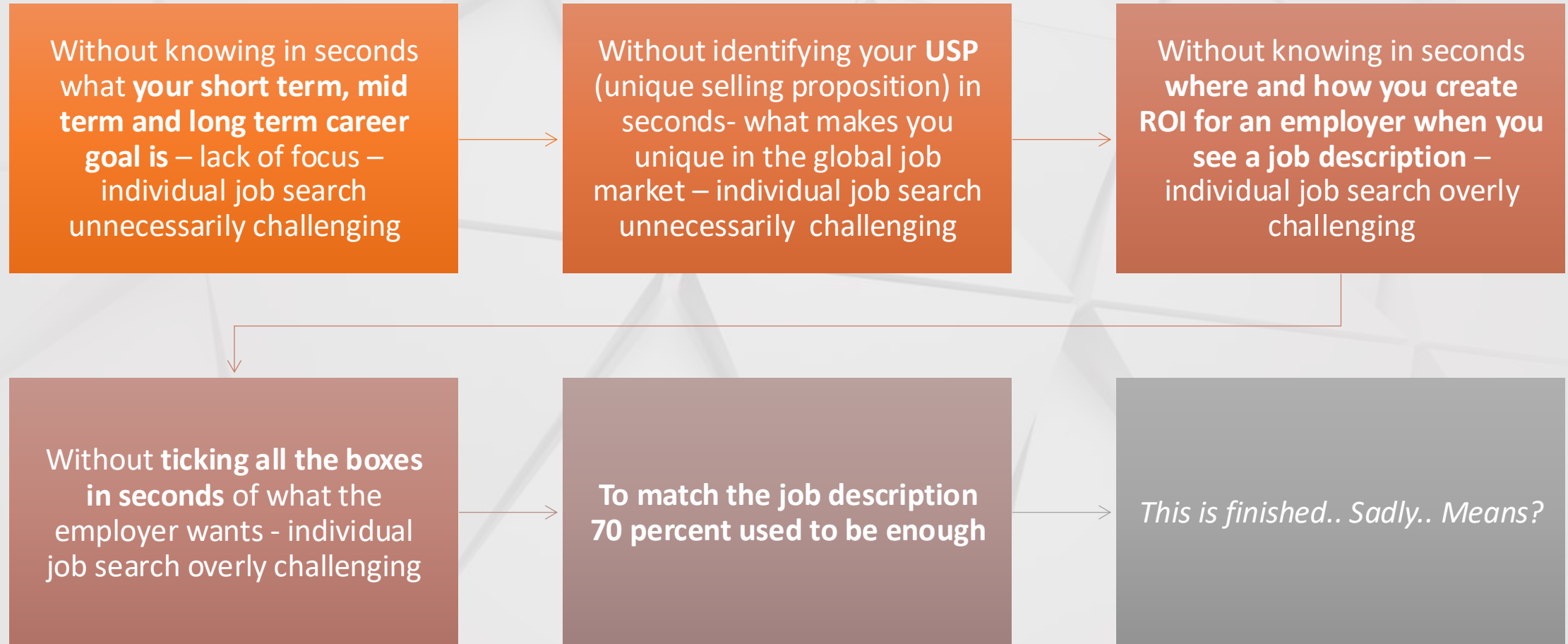
## Choosing the Right ChatGPT Version

for

Your Job Search

HBR article – that was 2014.. War for talent - Now? Hundreds of applications for one position .. War of talent.. Korn & Ferry article .. STUCK!
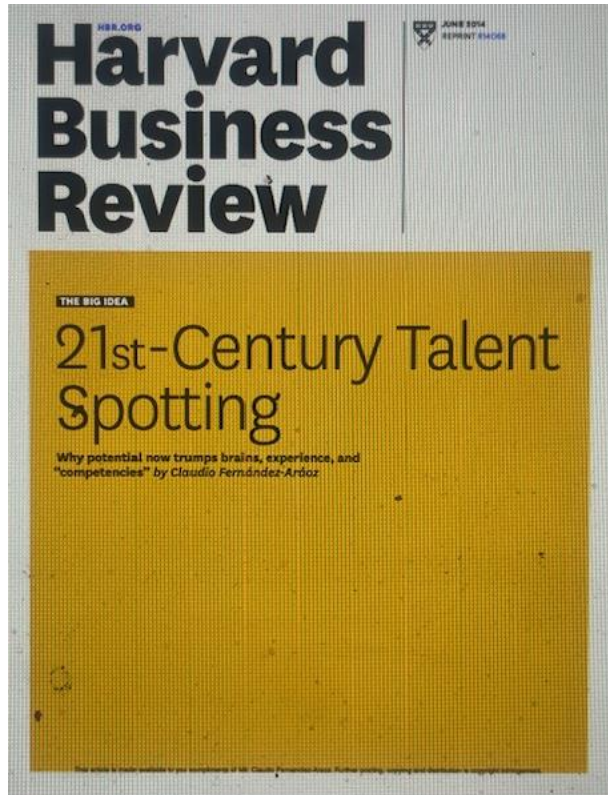
A word of Caution - Apart from using AI - The essence of job search – Clarity and Focus matter most - Knowing Yourself, what you bring to the table and Understanding the Other Side… makes your job search unnecessarily time intense and challenging

Without knowing in seconds what **your short term, mid term and long term career goal is** – lack of focus – individual job search unnecessarily challenging

Without identifying your **USP** (unique selling proposition) in seconds- what makes you unique in the global job market – individual job search unnecessarily challenging

Without knowing in seconds **where and how you create ROI for an employer when you see a job description** – individual job search overly challenging

Without **ticking all the boxes in seconds** of what the employer wants - individual job search overly challenging

To match the job description 70 percent used to be enough

This is finished.. Sadly.. Means?

How employers or recruiters think - your challenge – the 100 percent approach – this is where and why AI comes in..to bridge the gap and to create the perfect puzzle piece
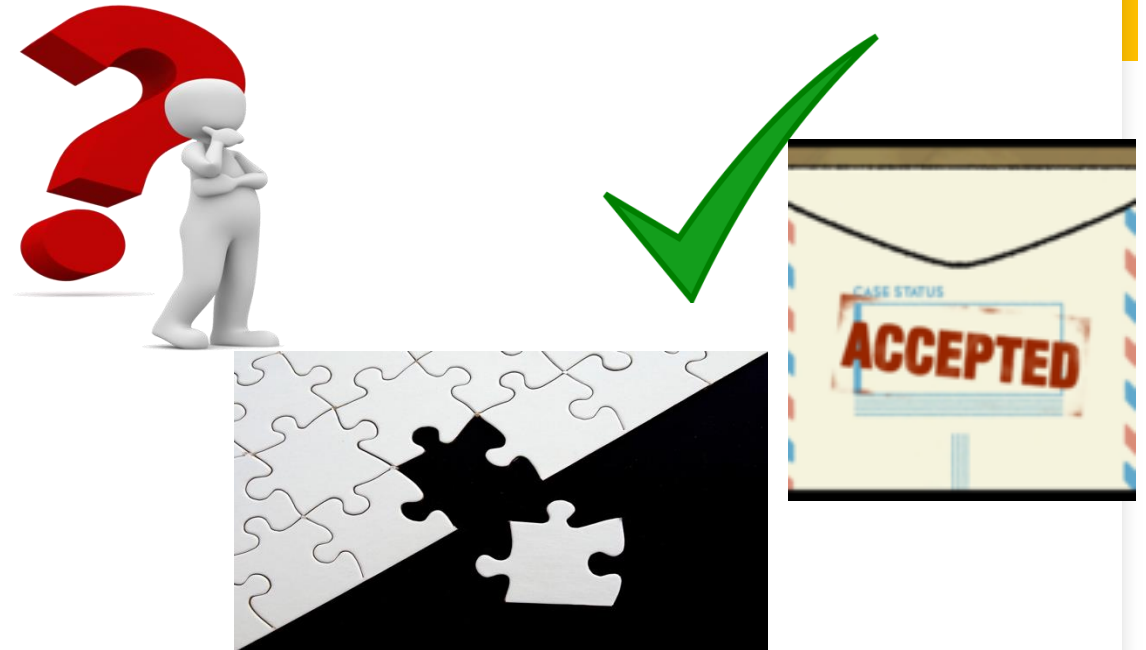
HR is looking for the perfect candidate to fill their gap

How can you make HR's life easier?

AI helps – your job search assistant.

At the end of the day it is a matter of **daring to SELL yourself** which may not come easy..

It may be easier for more senior people to sell a product or service than to sell themselves.

It is.not nice, it may feel terrible… scary.. FEAR: false evidence appearing real.

Many have not applied for any job the past years, so they feel a bit rusty, especially with regard to AI..

It is simply a matter of testing it out..

No reason to be scared.. at all..

Just do it!

Your challenge - What is an ATS?

ATS = Applicant Tracking System

- **What it is:** Recruiting software that stores, scans, and ranks every résumé and application a company receives.

- **Core tasks:**
    - **Parse your résumé into data fields** (name, skills, dates).
    - **Match that data against the job description's keywords and requirements.**

    Score & filter—only the highest-ranking applications reach a human recruiter !!!!!

- **Why you care: If your résumé lacks the right keywords, uses unusual formatting, or hides dates in graphics, the ATS may down-score or even reject you before a person ever sees your application. THIS IS WHERE AI COMES IN – 100 PERCENT!**

- **AI angle:** Modern ATS tools increasingly use machine-learning algorithms to predict "best fit," making strategic keyword placement and clear, scannable formatting more important than ever.

Why AI matters - The need .. to identify..

A NEW APPROACH TO

FINDING A JOB – SPEED is required..

FOCUS .. AI Support

create the perfect CV – job

descripton match in minutes

not in hours …

- BOOK 'The 2-HOUR JOB SEARCH' by Steve Dalton, certainly worth buying, **but long to read and to then implement**, there is simply no time to read a book with 250 pages

Destination: AMAZING OPPORTUNITIES
Sharlyn LAUBY

Five Main Job Search Channels for Executives

Channel	What It Means
Headhunters & Executive Search Firms	Specialized recruiters working confidential mandates for leadership roles.
C-Level Networking & Referrals	Direct connections and introductions via professional networks, peers, and mentors.
Online Platforms & AI-Driven Search	Targeted job hunting via LinkedIn, AI tools, specialized job boards (with cultural fit filters).
Job Advertisements & Company Websites	Public postings — often highly competitive, but necessary to monitor.
Employee Referrals & Internal Postings	Roles surfaced inside companies, often filled before public advertising, boosted by internal connections.

Job Search Success for Mid/Senior Management

- Headhunters & Executive Search Firms
- C-Level Networking & Referrals
- Online Platforms & AI-Driven Search
- Job Advertisements & Company Websites
- Employee Referrals & Internal Postings

Really important - Executive networking stats:

85% of VP+ roles filled via networking !

70% of all job placements via networking

vs. 15% search firms

10% ads (U.S. Labor Dept; reddit.com)

Key takeaway: Strategic networking remains essential for senior-level job searches.

What Companies Seek in the Perfect Candidate (Corporate Avatar) & Your AI Action

Note: CCQ™ (Corporate Culture Avatar concept) is currently pending trademark registration.

Quotient	What Companies Seek	What This Means for You
IQ	Strong analytical & problem-solving skills	Highlight technical achievements; use AI to back data-driven points
EQ	Emotional intelligence & collaboration	Showcase leadership stories; use AI-crafted narratives to convey empathy
CQ	Curiosity & adaptability	Demonstrate prompt experiments; mention continuous learning initiatives
CCQ™	Career & Culture Fit: up-to-date skills + alignment with corporate values	Use AI to analyze cultural fit gaps pre-interview; prompt GPT to identify gaps and suggest actions

My Signature Methodology – From IQ to CCQ - A Strategic Job Search Framework

- "From IQ to CCQ" and "Corporate Culture Quotient" are proprietary concepts of Heinzer Consulting Ltd. Trademark registration in progress.

IQ (Cognitive Skills)	EQ (Emotional Intelligence) – growth mindset	CQ (Cultural Intelligence) – global mindset	CCQ (Corporate Culture Quotient) Corporate Avatar
Understand the job market	Build self-awareness + confidence	Adapt messaging to global audience	Align with employer values + culture
Know what the company needs Identify gaps and close the gaps	Craft authentic narratives	Tailor tone + style	Show cultural fit in interviews
Optimize CV and Linkedin plus Elevator Pitch to the role, strengthen your branding and USP, tailor this for each application	Prepare for emotional triggers Profile your interview partners and prepare interview questions	Communicate across borders and develop strong C-level networks and build and maintain high level relationships	Sustain success after onboarding, position yourself as a strong brand delivering value to the organisation from Day 1 onwards

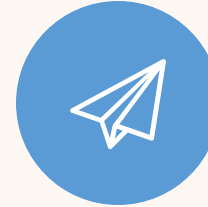# How AI can accelerate your Executive Career Path

TARGETING & MARKET MAPPING

PERSONAL BRANDING & CONTENT OPTIMIZATION (CV, LINKEDIN PROFILE)

NETWORKING & OUTREACH (ELEVATOR PITCH), IDENTIFYING APPROPRIATE COMPANIES AND CONTACTS, FOLLOW UP

APPLICATION MATERIALS & ATS OPTIMIZATION – EMAILS: APPLICATION

INTERVIEW PREPARATION & PRACTICE

NEGOTIATION & OFFER MANAGEMENT

ONGOING CAREER MANAGEMENT AND CAREER DEVELOPMENT

Case Study 1 – Head Business Development, France, 32 years old (Indian national)

We used a combined approach – APPLICATIONS (LINKEDIN), C-LEVEL NETWORKING

Position secured – through C-level networking

All AI supported

- Strong self branding (CV and Linkedin optimization)

- Interview preparation simulating interviews based on the Linkedin profile of the interviewer predicting the most challenging questions and coming up with relevant powerful CORPORATE responses in line with the company culture that is hiring

- Identify relevant organisations (CCQ fit) and build a thorough C-level network

- Strenghten communication skills (preparing discussions, follow up, checking in etc.)

Case Study 2 – Medical Director Life Sciences, Germany, 55 y old (German national)

We used a combined approach – APPLICATIONS (LINKEDIN), C-LEVEL NETWORKING

Position secured – through C-level networking

All AI supported

- Strong self branding (CV and Linkedin optimization)

- Interview preparation simulating interviews based on the Linkedin profile of the interviewer and predict the most challenging questions

- Identify relevant organisations (CCQ fit) and build a thorough C-level network

- Strenghten communication skills (preparing discussions, follow up, checking in etc.)

Example - What a simple Chat GPT Prompt can Deliver

Real demo – limited.. MacBook Air…

Asking: top five leadership competencies from a Medical Director Life Sciences job description.

*Chat GPT:*Team Management, Revenue Growth Focus, Communication & Influence, Strategic Leadership

If you feel overwhelmed, please email me your key challenge and I email you the relevant prompt and outcome to get you started.

Would a group session provide additional value to you? Or an individual session to practice?

Client Executive Life Sciences Case Study - Stage/AI Prompt/Expected Output/Time Estimate/Success Metric - page 1 - Success Story, Life Sciences Executive

Stage | AI Prompt | Expected Output | Time Estimate | Success Metric

- 1. **Targeting & Market Mapping | "List 15 senior-level Life Sciences leadership roles** (e.g., VP R&D, SVP Clinical Operations) **at biotech or pharma companies with 200–2 000 employees in Europe.** For each, include company focus area and last funding round or revenue." | A numbered list of 15 roles, each with company name, therapeutic area (e.g., oncology, gene therapy), employee count, and most recent funding or revenue figure. | **2 min |** 15 qualified target roles identified

- 2. **Personal Branding |** "**Rewrite my LinkedIn headline to reflect 20+ years in Life Sciences leadership, emphasizing regulatory strategy, cross-functional team management, and patient-centric innovation (max 120 characters**)." | Three optimized headline options, each ≤120 characters, weaving in key terms like "Regulatory Strategy," "Global Clinical Ops," and "Patient-Centric Innovation." | **1 min |** Headline click-throughs ↑ 50 %

- 3. **Application Materials | "Compare this CV to the VP Clinical Operations job description below.** List missing keywords (e.g., GMP, CRO oversight), then rewrite the top 3 bullets in STAR format with metrics." [Paste CV & JD] | A gap analysis table of 8–10 missing keywords followed by three rewritten bullet points, e.g.: "• Led global GMP implementation across 12 sites, reducing audit non-conformances by 40 % (Situation, Task, Action, Result)." | **3 min |** ATS score ≥ 90 % on first submission

Client Executive Life Sciences Case Study - Stage/AI Prompt/Expected Output/Time Estimate/Success Metric - page 2 – Success Story, Life Sciences Executive

Stage | AI Prompt | Expected Output | Time Estimate | Success Metric

- 4. **Interview Preparation | "Generate 6 behavioral and situational questions for a VP R&D role** at a Series C gene-therapy biotech, then draft STAR outline answers for each." | Six tailored questions (e.g., "Describe a time you navigated a regulatory setback in clinical development.") plus **STAR-structured answer skeletons** for each (Situation, Task, Action, Result). | **2 min | Mock interview confidence ↑ 60 %**

- 5. **Negotiation & Offer Management | "Benchmark this offer (Base €180 k + 1 % equity) against market data for similar VP-level roles in European biotech**. Suggest a data-backed counteroffer statement." [Paste offer details] | A side-by-side comp analysis vs. 50th/75th percentiles and a two-sentence counteroffer script, e.g.: "Given median total cash of €200 k and 1.5 % equity at comparable firms, I propose…" | **2 min | +10 % total compensation uplift**

- 6. **Ongoing Career Management | "Analyze my current skill set (list provided) versus top in-demand skills for C-suite Life Sciences roles**. Recommend 5 microlearning resources and a 30-day upskilling plan." [Paste skills list] | A gap map of missing skills (e.g., digital therapeutics, AI in drug discovery) and five curated resources (MOOCs, podcasts, whitepapers) with a day-by-day action plan—e.g., "Day 1–5: Coursera digital therapeutics module." | **4 min | Completion of 80 % of upskilling tasks in 30 d**

How AI Related Job Search Support Can Help

Job-Search Stage	Anette's AI Support	Instant ROI
Targeting	• AI market scan pinpoints 30 high-growth firms • Keyword mining reveals hidden role titles	• Cuts research time by 70 % • Surfaces roles others never see
Personal Brand	• 10-minute LinkedIn overhaul with data-validated keywords • Impact-driven headline crafted by AI	• +60 % profile views • Recruiter response rate doubles
Application	• **5-minute CV rewrite**, aligned 100 % to each JD • Auto-generated cover-letter skeletons	• ATS score jumps 65 → 95 % • Apply to 20 jobs—not 200
Interview & Negotiation	• Role-specific AI question bank + STAR coaching • Salary-range simulator & script	• Interview-to-offer ratio 2× • Typical pay bump 8–12 %

Career Level	Typical Search Time without AI	Search Time with AI	Key Accelerators
Junior / Early-Career	16–24 weeks	8–12 weeks (~2× faster)	• AI job boards surface pipeline roles • Résumé keyword tuning hits 90 %+ ATS • Instant outreach scripts start Day 1
Mid-Manager	20–28 weeks	10–14 weeks (~2× faster)	• Precise role filters— apply to 20, not 200 • 5-min CV tailoring per JD • Mock-interview bots halve prep time
Senior / Executive	24–36 weeks	14–18 weeks (35–40 % faster)	• AI market-mapping scouts stealth searches • Exec prompt library builds board narrative fast

# How AI Compresses Time-to-First-Offer

Job-Search Task	Traditional Time	With ChatGPT (and a few other AI helpers)	What Changes?
Find 30 "right-fit" openings	6–8 hrs scrolling boards over several evenings	1–2 hrs (one prompt to surface niche roles, another to filter by size/location)	60-70 % research time saved
Rewrite CV & cover letter for each role	45–60 min per application	7–10 min (paste JD → keyword gap report → bullet rewrite → tone polish)	5–6× faster tailoring
Pull salary & skill benchmarks	2–3 hrs digging Glassdoor, forums	10 min (prompt: "median comp for X role in Berlin, 5–7 yrs exp")	Near-instant market data
Prepare for first-round interview	4–5 hrs to gather questions, rehearse answers	1–2 hrs (AI generates role-specific Q&A, gives instant feedback)	50 % prep time cut
Overall "time-to-first-offer" †	Junior: 16–24 wks Mid: 20–28 wks Exec: 24–36 wks	Junior: 8–12 wks Mid: 10–14 wks Exec: 14–18 wks	≈ 2× faster for junior & mid; 35-40 % faster for exec

How Chat GPT shrinks the clock and narrows the target Benchmarks 2024–25 data from LinkedIn, ResumeBuilder, and McKinsey's *State of AI* survey

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Why AI matters
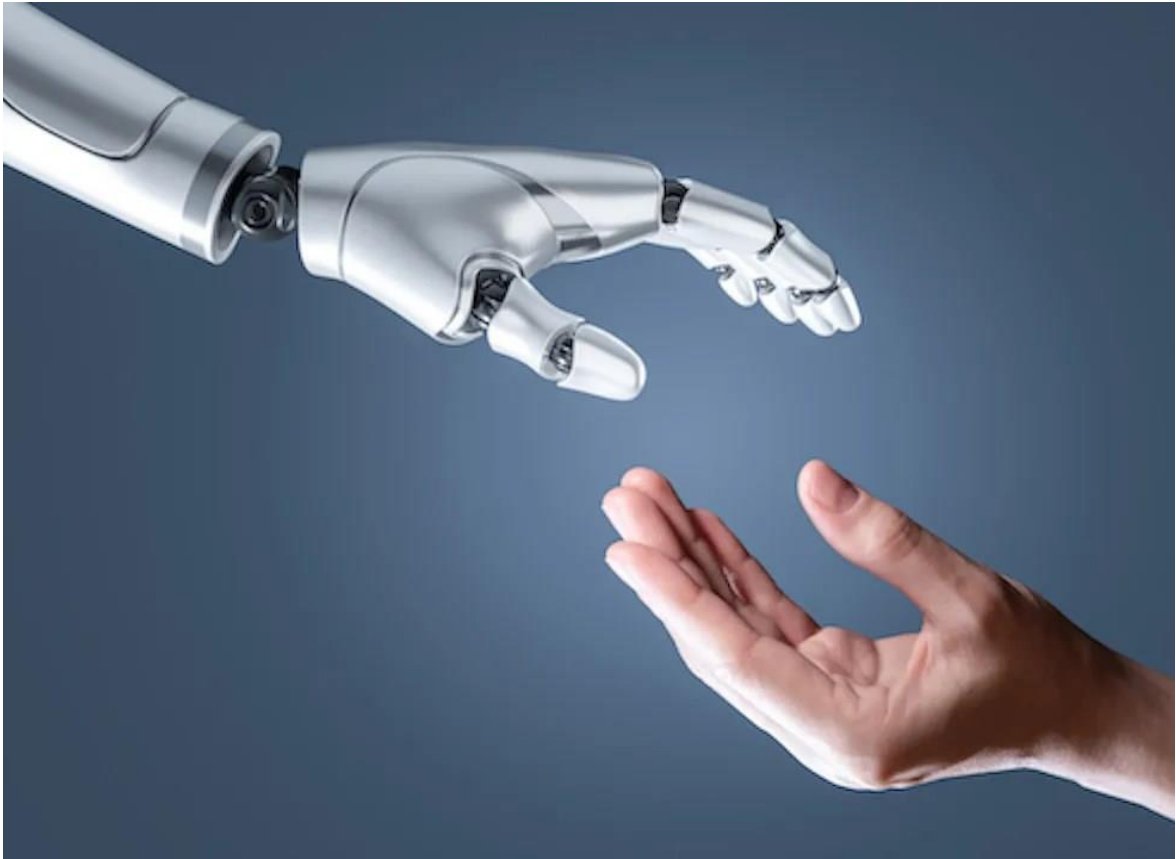
AI shrinks the Job Search Timeline

Search Precision – Algorithms match *fit* roles in seconds, instead of days spent scrolling.

Instant Asset Customization – ChatGPT-style rewrites align every résumé to each job description, eliminating manual edits.

24/7 Interview Practice – AI simulators give unlimited mock sessions, compressing prep time.

Data-Backed Negotiation – Real-time salary insights shorten offer-discussion cycles.

How AI Compresses "Time-to-First-Offer" at Each Career Level *Percentages are blended from 2024-25 surveys; they illustrate the trend rather than an exact census.
Sources: Financial Times (Aug 2024) ResumeBuilder (Jan 2025); McKinsey State of AI (Mar 2025)

Career Level	Typical Search Time without AI *	Typical Search Time with AI-Driven Tactics	Where the Time Savings Come From
Junior / Early-Career	16–24 weeks	8–12 weeks (≈ 2× faster)	• AI job-boards **surface pipeline & graduate roles instantly.** • Résumé keyword tuners **score 90 %+ with ATS on the first try.** • **ChatGPT drafts outreach notes, so networking starts Day 1.**
Mid-Manager	20–28 weeks	10–14 weeks (≈ 2× faster)	• AI filters for **roles with the exact team & budget scope you need— less "spray-and-pray".** • One-click tailoring of CV & cover letter means **you send fewer, better applications (20, not 200).** • Mock-interview bots **cut prep cycles in half.**
Senior / Executive	24–36 weeks	14–18 weeks (≈ 35–40 % faster)	• AI market-mapping tools **flag stealth openings (PE-backed, confidential searches).** • Exec-level prompt libraries craft **board-ready value narratives in minutes.** • **Salary-package simulators let you negotiate decisively—fewer back-and-forth rounds.**

Why AI shrinks the timeline

1. **Search Precision** – Algorithms match *fit* roles in seconds, instead of days spent scrolling.

1. **Instant Asset Customization** – ChatGPT-style rewrites align every résumé to each job description, eliminating manual edits.

1. **24/7 Interview Practice** – AI simulators give unlimited mock sessions, compressing prep time.

2. **Data-Backed Negotiation** – Real-time salary insights shorten offer-discussion cycles.

Concrete Example: Mid-Manager Role

Day 1 – Feed three target job descriptions into an AI résumé scanner → **receive keyword gaps in 10 seconds.**

Day 2 – ChatGPT drafts a **tailored cover letter and LinkedIn outreach message in under 5 minutes.**

Day 5 – AI search agent emails **12 niche openings that match your exact P&L scope.**

Week 3 – After two AI-guided mock interviews, you pass the real first-round video screen.

Week 10 – Negotiation bot benchmarks compensation; you counteroffer once—offer accepted.

Result: first offer in **~11 weeks**, **vs 22 weeks median without AI**.

Which Chat GPT Version or Tools are Needed in Addition to a Basic Version

Step	Required Tool
Day 1 – AI Résumé Scanner (JD vs CV)	➔ External ATS scanner like **Jobscan.co** (free/paid) or ChatGPT 4 with a resume keyword prompt
Day 2 – ChatGPT Drafts Cover Letter + LinkedIn Message	➔ **ChatGPT-4** or **ChatGPT-4o** (Free 4o version if available, or paid Plus version)
Day 5 – AI Search Agent Emails Niche Openings	➔ Specialized AI job agents like **Loopcv.com**, **Tealhq.com**, or manual ChatGPT prompts
Week 3 – AI-Guided Mock Interviews	➔ **ChatGPT-4** (with prompt templates for interview questions + STAR method training)
Week 10 – Negotiation Bot Benchmarks Compensation	➔ ChatGPT 4/4o prompt to benchmark salaries + tools like **levels.fyi**, **Glassdoor**, **Paysa** integrated into prompts

Homework tonight – build your AI muscles..

Quick Workflow You Can Replicate Tonight – find a job to apply to…

1. **FIND COMPANIES WHO HIRE** - Ask: "List 15 SaaS scale-ups (200-500 staff) hiring product managers in Berlin."

2. **CHECK JOB DESCRIPTION – ADAPT CV** For each JD, prompt: "Highlight missing keywords in my CV → rewrite bullet 1 with numbers."

3. **DRAFT COVER LETTER** : "Draft 150-word letter, formal tone, reference Company X's Series B funding."

4. **PREPARE FOR INTERVIEW**: "Give me 8 behavioral questions + STAR structure for VP Biotech Germany."

Total elapsed time: ≈ 90 minutes for three fully customised applications—versus an evening per role the old way.

Important when using Chat GPT

- You need to **validate the results** – some experience (and perhaps career consulting guidance) is required

- You need to **develop a 'Chat GPT authentic voice'**. Chat GPT remembers you when you work with it regularly.

- **Bottom line:** ChatGPT collapses research, writing and prep from **days to hours**, letting you focus on strategy and human outreach.

The result: roughly **half the calendar time to a first offer, with far fewer—and far better—applications.**

A few success stories – my clients..we used AI each time..

- Junior manager Patent office, salary 30.000 $/a – 23 years old, Germany

- Middle Manager, salary 100.000 $/a – 55 years old, Germany

- Middle Manager, salary 80.000$/a – 54 years old, Venezuela

- Executive, salary 200.000 $/a – 32 year old, France

- Executive Life Sciences, salary 350.000 to 400.000 $/a- 55 years old, Germany

- Executive Life Sciences, salary 1.000.000 $/a – 55 years old, UK

How Anette's AI-Powered Career Consulting Delivers ROI

Fast-track your job search

Curated AI prompts cut research time by 70 %

15-minute résumé scans uncover ATS blockers instantly

Raise your interview-to-offer ratio

Role-specific mock interviews boost confidence & clarity

Real-time prompt engineering turns feedback into stronger answers

Command higher compensation

Data-driven salary ranges arm you for firm, evidence-based negotiation

Customized value-proposition scripts regularly net 8-12 % pay bumps

Safeguard and speed up your career growth

Skill-gap dashboards map the next 12 months of upskilling

Quarterly AI check-ins keep your brand and network future-ready

How to benefit from AI-Driven Career Consulting

- **Discover hidden opportunities**
  - AI **scans niche job boards & smaller firms others overlook**
  - Predictive analytics **flag fast-growing roles** before they trend

- **Optimize every application**
  - Keyword tuning **aligns your résumé with applicant-tracking systems (ATS)**
  - Data-rich **bullet rewrites** showcase impact in measurable terms

- **Accelerate interview readiness**
  - Personalized question sets **simulate real hiring panels**
  - Instant feedback pinpoints gaps in stories, tone, and structure

- **Make data-backed career decisions**
  - Salary benchmarks and skill-gap maps strengthen negotiations
  - Scenario modeling helps **choose the role with the best long-term ROI**

Fast-Action Coaching Offer — Only A Few Spots

- 3 x 60 min private sessions (Zoom) in the next 30 days

- AI-powered resume (CV) + Linkedin makeover

- Investment: tbc – '30 Percent Gated Talent Reduction' - first 3 who enroll by tomorrow, 6 pm CET/ 12 noon EST

- Please email me at jeanne.heinzer@insead.edu to secure your spot XXXX

Your Questions

1 | How can I use ChatGPT to improve my CV and land a job?

Keyword scan – Paste the job description, ask:
"Highlight the 15 most repeated skills/phrases."

Bullet upgrade – Feed one bullet at a time:
"Rewrite in ≤20 words, add numbers and a result."

ATS check – Prompt:
"Compare this CV to the JD and mark any missing hard skills."

Tone tune – Ask for three versions (formal, concise, energetic) and choose the one that feels like *you*.

Final proofread – "Spot UK/US spelling inconsistencies or dates out of order."

Your Questions

2 | Can recruiters tell if you used ChatGPT?

Usually not—provided you **edit the text**. Generic AI output (buzz-word soup, identical phrases across bullets) raises red flags; human-edited AI copy does not.

3 | If everyone uses AI, how do companies find true quality?

Recruiters still rely on:

- **Structured interviews & work samples** to test actual skill.

- **Reference checks** for past performance.

- **Human judgement** of storytelling, curiosity and cultural fit—areas AI can't fake in real time.

Your Questions

4 | Applying with AI bots—is that useful?

Auto-fill bots that blast 300 applications hurt more than help (low response, spam signals).

Smart agents that pre-populate forms *after* you've customised a CV for each role can save time—just review every field before hitting "Submit."

5 | Is using ChatGPT to polish my CV & cover letter ethical?

Yes—if the content is **truthful and yours**. Think of ChatGPT as Grammarly on steroids. Misrepresenting skills or fabricating metrics remains unethical (and grounds for dismissal later).

6 | How accepted are AI tools in recruiting, and how do I personalise?

Very accepted on the employer side—95 % of Fortune 500 firms run ATS or AI screeners.

Personalise by:

- adding role-specific achievements,

- naming the company's product or value in the cover letter,

- including a short Loom or Audio intro (few applicants do this).

Your Questions

7 | How to stay unique when using AI?

Feed ChatGPT **your raw stories** (numbers, challenges, emotion) and ask it to "retain personal voice." Then add a quirky detail or brand line only you would say. AI supplies structure; uniqueness comes from your data and tone.

8 | "AI-written CVs aren't tracked by ATS"—true?

False. An ATS reads **text**, regardless of who typed it. Issues arise when people paste AI output that:

Uses tables/text boxes that some ATS can't parse.

Overloads buzzwords, dropping relevance score.
Keep layout simple (Word or PDF with plain sections) and you're fine.

9 | When everyone uses AI, how do I stand out?

Better inputs → better outputs. Provide richer metrics and nuances than most candidates.

Hybrid approach – Combine an AI-optimised CV with a 90-second personalised video intro or a one-page "30-day plan" for the role.

Speed + follow-up – AI lets you apply faster; use the saved time to network with the hiring manager on LinkedIn the same day.

Your Questions & Next Steps

- 1. Application & Resume Optimization - type A
- 2. Authenticity, Ethics & Detection – type B
- 3. Personalisation & Standing Out – type C
- 4. Employer Perspective & Quality Signals – type D
- Bonus: Speed & Targeting:

Faster, more targeted search with AI – type E

Any further questions?

If your question is not covered, please email me directly: jeanne.heinzer@insead.edu

Any further questions or requests:

For your FREE 15 min prompt!

Please contact me via whatsapp or email:

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