

10 RULES OF DECODEMERIT

Showcase your talent, skills and knowledge—so they cannot be missed.

LESS CLAIMING. MORE EVIDENCE. BETTER ODDS.

01

STRATEGY

Aim. Don't spray.

THE MOVE

Keep only 3–5 live applications. Tailor every one to the role.

02

CV

Tell stories, not duties.

THE MOVE

Rewrite each bullet as action + context + measurable result.

03

LINKEDIN

Repeat yourself on purpose.

THE MOVE

Mirror your CV's strongest proof, language and positioning.

04

PROOF

Show. Don't promise.

THE MOVE

Create one role-specific sample that proves how you think.

05

COVER LETTER

Write to be read.

THE MOVE

Hook motivation ability approach confident close.

06

INTERVIEW

Build a story arsenal.

THE MOVE

Prepare five real 60–90 second STAR stories and rehearse aloud.

07

THINKING

Frame before you answer.

THE MOVE

Clarify structure solve summarise. Structure beats speed.

08

INITIATIVE

Bring something to the table.

THE MOVE

Walk in with a one-page 30-day plan or a useful analysis.

09

FOLLOW-UP

Keep selling elegantly.

THE MOVE

Follow up the same day with one useful addition—not just thanks.

10

TRAINING

Practise like it matters.

THE MOVE

Run three mock interviews. Record one. Fix one weakness.