

Mark Mortensen

From: Marc Cenedella [marc@TechnologyLadder.com]

Sent: 15 February 2010 08:31

To: mark@mortensen.com

Subject: Leonardo da Vinci's Resume

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Good Monday morning Mark,

Before he was famous, before he painted the Mona Lisa and the Last Supper, before he invented the helicopter, before he drew the most famous image of man, before he was all of these things, Leonardo da Vinci was an artificer, an armorer, a maker of things that go "boom".

And, like you, he had to put together a resume to get his next gig. So in 1482, at the age of 30, he wrote out a letter and a list of his capabilities and sent it off to Ludovico il Moro, Duke of Milan.

Well, we at TheLadders.com have tracked down that resume, and you can click on the image below to see the full-size version.

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February 15, 2010

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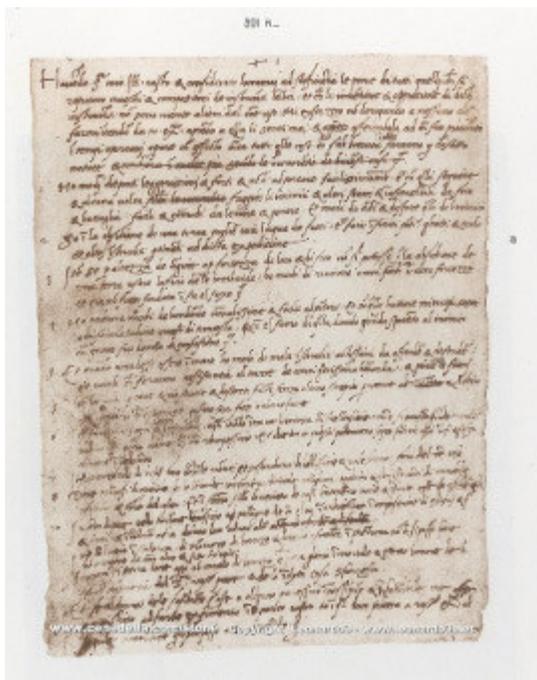
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The translation of this letter is quite remarkable:

"Most Illustrious Lord, Having now sufficiently considered the specimens of all those who proclaim themselves skilled contrivers of instruments of war, and that the invention and operation of the said instruments are nothing different from those in common use: I shall endeavor, without prejudice to any one else, to explain myself to your Excellency, showing your Lordship my secret, and then offering them to your best pleasure and approbation to work with effect at opportune moments on all those things which, in part, shall be briefly noted below.

1. *I have a sort of extremely light and strong bridges, adapted to be most easily carried, and with them you may pursue, and at any time flee from the enemy; and others, secure and indestructible by fire and battle, easy and convenient to lift and place. Also methods of burning and destroying those of the enemy.*
2. *I know how, when a place is besieged, to take the water out of the trenches, and make endless variety of bridges, and covered ways and ladders, and other machines pertaining to such expeditions.*
3. *If, by reason of the height of the banks, or the strength of the place and its position, it is impossible, when besieging a place, to avail oneself of the plan of bombardment, I have methods for destroying every rock or other fortress, even if it were founded on a rock, etc.*

4. *Again, I have kinds of mortars; most convenient and easy to carry; and with these I can fling small stones almost resembling a storm; and with the smoke of these cause great terror to the enemy, to his great detriment and confusion.*
5. *And if the fight should be at sea I have kinds of many machines most efficient for offense and defense; and vessels which will resist the attack of the largest guns and powder and fumes.*
6. *I have means by secret and tortuous mines and ways, made without noise, to reach a designated spot, even if it were needed to pass under a trench or a river.*
7. *I will make covered chariots, safe and unattackable, which, entering among the enemy with their artillery, there is no body of men so great but they would break them. And behind these, infantry could follow quite unhurt and without any hindrance.*
8. *In case of need I will make big guns, mortars, and light ordnance of fine and useful forms, out of the common type.*
9. *Where the operation of bombardment might fail, I would contrive catapults, mangonels, trabocchi, and other machines of marvelous efficacy and not in common use. And in short, according to the variety of cases, I can contrive various and endless means of offense and defense.*
10. *In times of peace I believe I can give perfect satisfaction and to the equal of any other in architecture and the composition of buildings public and private; and in guiding water from one place to another.*
11. *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.*

Again, the bronze horse may be taken in hand, which is to be to the immortal glory and eternal honor of the prince your father of happy memory, and of the illustrious house of Sforza.

And if any of the above-named things seem to anyone to be impossible or not feasible, I am most ready to make the experiment in your park, or in whatever place may please your Excellency - to whom I commend myself with the utmost humility, etc."

What a fantastic piece of personal marketing! There's none of his famous backwards-mirror writing here — this letter was intended to be read and to persuade.

I'm a hopeless pedant, so of course I'm going to take this opportunity to let you know what you can learn from Leonardo's resume ...

You'll notice he doesn't recite past achievements. He doesn't mention the painting of the altarpiece for the Chapel of St Bernard; he doesn't provide a laundry list of past bombs he's built; he doesn't cite his prior employment in artist Andrea di Cione's studio.

No, he does none of these things, because those would be about his achievements, not the Duke's needs.

Instead, he sells his prospective employer on what Leonardo can do for him.

Now imagine being the Duke of Milan and receiving this magnificent letter / resume from the young *Wunderkind* of Florence. The specific descriptives paint a wonderful picture (that is, if you're a Renaissance Duke) of siege engines and bombardments and mortars and trench-draining and bridges to defeat the enemy. You can almost imagine the scenes that ran through the Duke's head as he held this letter in his hands and read through Leonardo da Vinci's bold statements of capabilities.

I mean, at that time, who wouldn't want "kinds of mortars; most convenient and easy to carry; [that] can fling small stones almost resembling a storm"? Sounds pretty enticing.

And that's exactly what your resume needs to do, too. Not the laundry list / standard bio that talks about you, but the marketing piece that talks about the benefits to your future employer and how you fit into his or her needs and desires.

So it turns out that even 500 years later, this remarkable fellow, Leonardo da Vinci, can even teach us something about the modern job hunt. What a genius. ..

Here's wishing you an illustrious week, Readers!

Warmest regards,



Marc Cenedella, Founder & CEO,
TheLadders.com



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