

CANCER@WORK REVEALS THE HIDDEN SKILLS BEHIND

THE WHITE SPACE ON THE RESUMES OF FORMER PATIENTS.

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***After a first major campaign, Cancer@Work and FamousGrey Paris are devising an ingenious device to help cancer patients find their place in the professional world thanks to a new campaign entitled The Unstoppable Résumé.***

Last year, Cancer@Work unveiled the «FIGHTING CANCER» campaign with the FamousGrey Paris agency. This campaign has enabled the Cancer@Work association to change the way we look at cancer patients by creating the first Linkedin skill that valorize their experience with illness.

This year, Cancer@Work has chosen to go even further, by giving former patients the opportunities to re-enter the labor market, by creating The Unstoppable Résumé.

Nowadays, the recruiting world is more and more computerized: 95% of large companies and 50% of SMEs use recruitment software called ATS (Applicant Tracking System). This software is programmed to analyze CVs. They cross-reference dates or ranges of experiences and search for specific keywords. Therefore, they are able to exclude a CV that contains a period of inactivity like a recovery period. For people affected by cancer, finding work is extremely complicated because of the blank space left by the disease on their CV.

To give cancer patients as much chance as other candidates to get interviews, Cancer@Work has created an online platform called The Unstoppable Résumé.

By connecting on unstoppableresume.com with their Linkedin account, cancer patients can automatically generate a CV that transforms this blank space that could exclude them from the process into a strength. This period is filled with a text that contains the skills they developed during their fight against cancer. Written in white on white, this text, invisible to the naked eye, allows CVs generated via the platform to pass through the filters of recruiters’ software.



**Where you see a blank, there are hidden skills.**

**Copy and paste this blank to discover them.**

I didn’t get an **MBA** at **HARVARD** during this period. **HEC** or **OXFORD** weren’t planned, but I was fighting for my life. While facing the disease, I developed with my relatives a strong **TEAM SPIRIT**. Waiting for my medical results, I challenged my **PATIENCE** and my **STRESS MANAGEMENT** skills. Through the hardships, I always kept my **MOTIVATION** and **SENSE OF HUMOR** to overcome all obstacles. It is my **DETERMINATION** that drove me to where I am today, but my fight is vain if I can’t express all these skills in front of you.

The Unstoppable Résumé is therefore a great tool to help cancer patients get the interviews they deserve.

**KEY FIGURES**

1000 new people are diagnosed with cancer in France every day.

40% of the sick are in active employment when they are diagnosed.

30% of the sick have lost or quit their job because of their illness.

70% of cancer patients can’t find work two years after being diagnosed.

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**Cancer@Work**

Cancer@Work is a recognized association of general interest created in 2012 by Anne-Sophie Tuszynski. It is the first business club dedicated to the subject of cancer and chronic diseases at work.

As a platform for discussion and sharing on the inclusion of illness at work, Cancer@Work proves that reconciling illness and work is a source of human, economic and societal value creation. It works on a daily basis to change the way society and companies view patients.

For more information, visit canceratwork.com

**FamousGrey Paris**

FamousGrey Paris is the French entity of the international Grey network, which allows it to combine the agility of a structure on a human scale with the power of a large network. At FamousGrey Paris, we put people at the heart of both reflection and creation. For us, it is the best way to create strong and universal campaigns, but also to build sincere and lasting relationships with individuals. The agency supports clients such as Kapten, Ducros, Vahiné, MAE, Atout France, Pfizer, HSBC.

Credits

Client - Cancer@Work

Managers - Anne-Sophie Tuszynski, Nathalie Presson, Jeanne Laversin

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Strategic Planner - Lucas Scotti

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Director - François-Xavier Repellin

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