

Unless you regularly don a cape as part of a crime-fighting duo, you can safely banish blasé buzzwords such as this.

6. Problem solver

While being a "problem solver" beats being a "problem creator," employers want tangible evidence of your effectiveness. What specific solutions have you devised? How have you overcome hurdles? Have you helped your boss or colleagues out of jams or streamlined workflow inefficiencies?

7. Reliable

Don't waste space touting "strengths" that are basic requirements of any job, such as reliability. It's expected that you and every other potential hire will be dependable. Showing up on time and doing your work isn't worth bragging about. After all, anything short of reliable would be unacceptable. Delete it.

8. Familiar with

Many job seekers rely on this ambiguous phrase to obscure a lack of in-depth knowledge in a particular area. For instance, a person can technically claim to be familiar with a software program they've used just once.

This type of wishy-washy wording raises red flags. It won't give employers any sense of your level of expertise, but it will dilute the impact of your more relevant core competencies.

9. Flexible

Change is the only constant today. As such, companies seek versatile professionals who'll adjust easily to new situations. But go a step beyond merely referring to yourself as flexible. Underscore your adaptability by explaining how you successfully responded to a major change at work or deftly dealt with unpredictable aspects of your job.

10. People person

Interpersonal skills are critical for most positions. Employers value professionals who can communicate effectively and build camaraderie with a diverse array of internal and external contacts. Cite examples of how you won over a challenging coworker, client or customer, or helped a group of stakeholders reach a consensus.

The bottom line is that clichés aren't memorable, powerful or persuasive. While there's nothing inherently wrong with the skills and traits listed above, they alone won't deepen an employer's understanding of who you are and what you offer. Stop using generic content as a crutch and embrace clear and specific information instead. As a job seeker, it just might be the most "dynamic" thing you can do.

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