

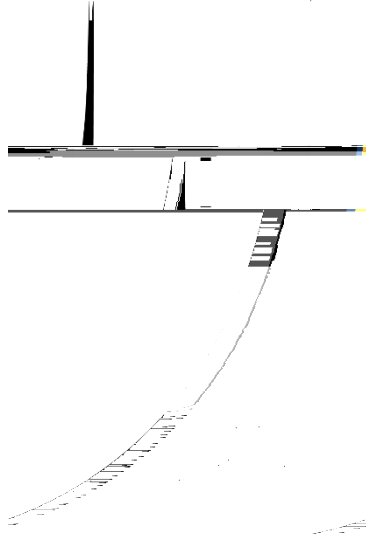


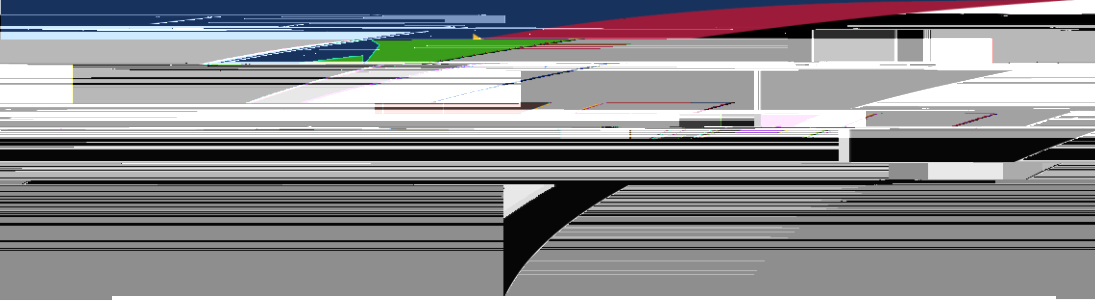
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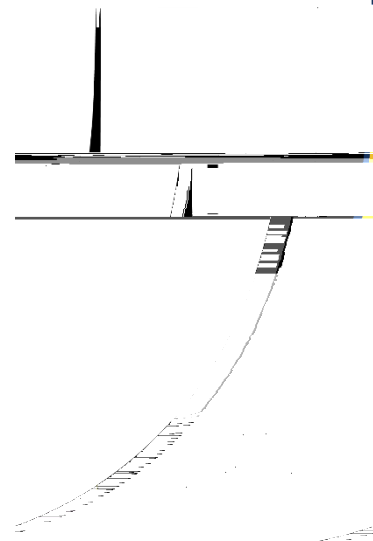
# Agenda

- Purpose of Application Documents
  - Your Target & Research
  - Resume Sections & Strategies
  - Drafting your resume
  - Cover letter Sections & Strategies
  - Evaluating Cover Letter Examples
- 



How do you know  
your application is  
“successful”?

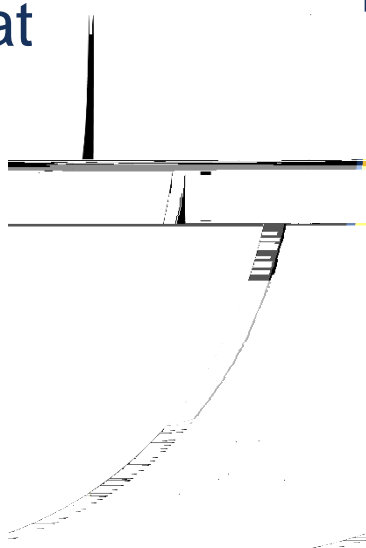
What is the  
purpose of an  
application?





# Warm-up

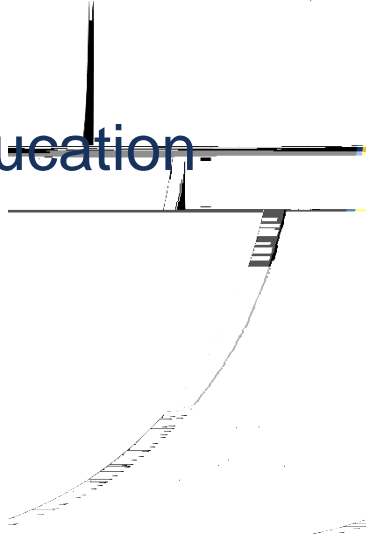
## Application #1

- 4 years experience as organic farmer
  - 2 years as coordinator of NFU New Farm Project, including organizing workshops
  - Post-grad diploma in Ecotourism Management at Fleming College
  - Bachelor of Arts: History Major, Math Minor
- 



# Warm-up

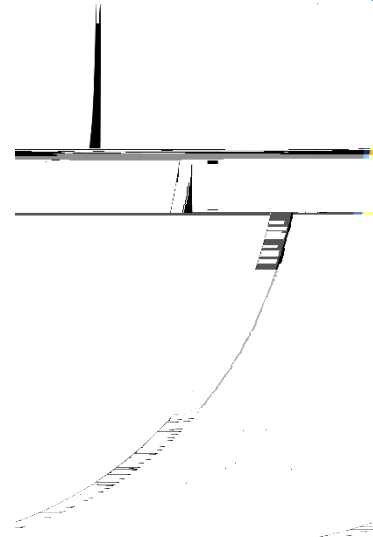
## Application #2

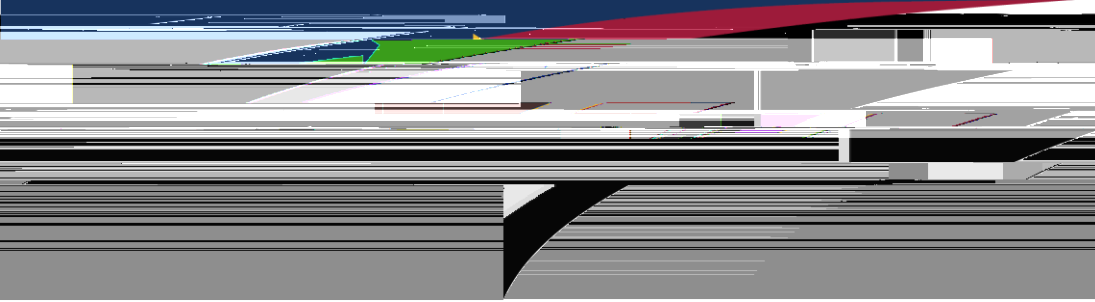
- 14 years work of &M s C MC
  - Specialized knowledge in resumes from training for Resume Clinic and 2 years working in Employer Relations
  - Experience as employer including posting jobs, receiving resumes, and doing interviews
  - Presentation skills honed during Bachelor of Education and hundreds of career workshops
- 



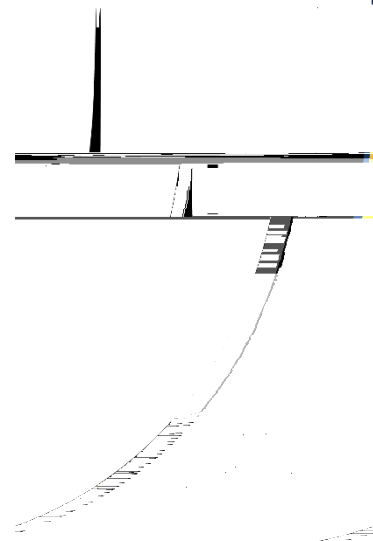
# Warm-up

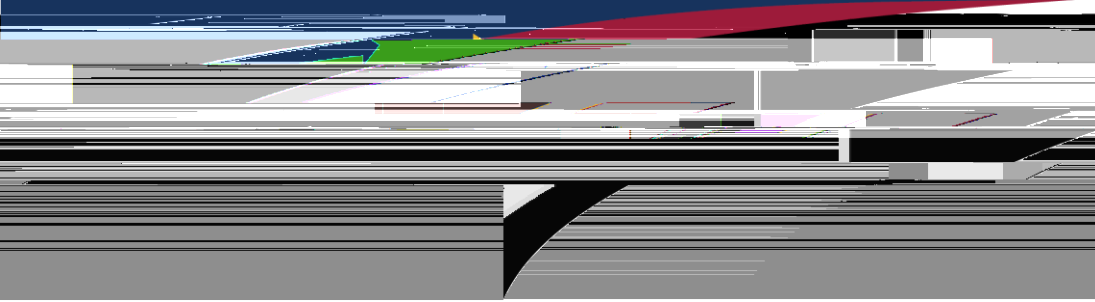
Who do you want to hire?  
Why?





To look like where you're going,  
NOT where you've been.





Write down your application GOAL(s)  
i.e. WHO IS THE AUDIENCE; WHAT IS THE  
JOB?

E.g.

- policy analysis
- consulting
- management
- Program development....
- Don't know? See a career counsellor or prof/mentor







# Reading a Job Ad





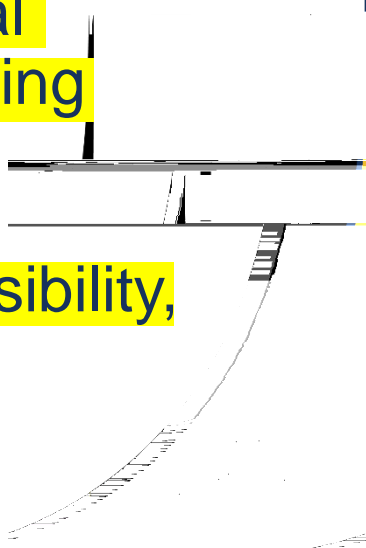
# Business Analyst - McKinsey



What  
competencies  
do they seek?

## QUALIFICATIONS

The Canadian Offices Vancouver, Calgary, Montreal and Toronto and select Global offices (ex – Seattle) are looking for students with a proven record of exceptional academic and extracurricular achievement. You must possess an aptitude for numbers, critical analysis and problem solving, as well as outstanding interpersonal skills. In addition, McKinsey values resourcefulness, creativity, tenacity, independence, energy, responsibility, and self-confidence.





# Business Analyst - McKinsey

What competencies do they seek?

## POSITION DESCRIPTION

You will experience management consulting at McKinsey by working on top management problems as part of one of our client teams or by participating in one of our research and development projects. Business Analysts are consultants on the cross-tenure teams we assemble to **address clients' needs**. Not only is





# Do the Research

- 91% of hiring managers agree that **applicants who do research** in connection with the application process will **receive greater consideration** than those who send a generic application.

Use the job ad to find important information about what the employer is looking for:

- Company Values
- Responsibilities
- Work Environment / Team
- Qualifications
- Required Skills

You can also gather info from:

- Employer web-site
- On-campus recruiting events
- Social Media (Twitter, Facebook, LinkedIn)
- Visit general career or industry sites for general entry level job descriptions for your field/industry
  - National Occupational

# (Possible) Parts of the Resume

- Heading (Name, contact info)
- Professional Profile/Skills Summary/Objective
- Education
- Experience (Paid and unpaid)
  - Working
  - Volunteering
  - Extracurricular
- Other:
  - Interests
  - Achievements/Awards
  - Professional Development, Memberships





# Objective vs. Summary?

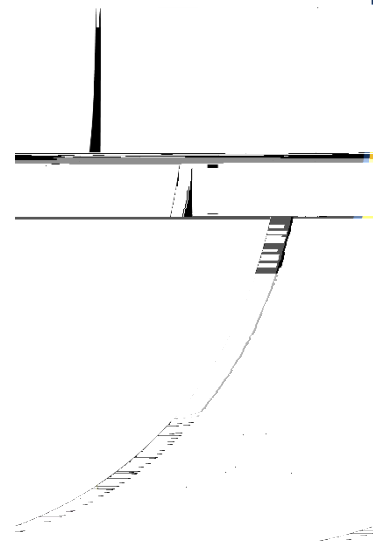
## Objective:

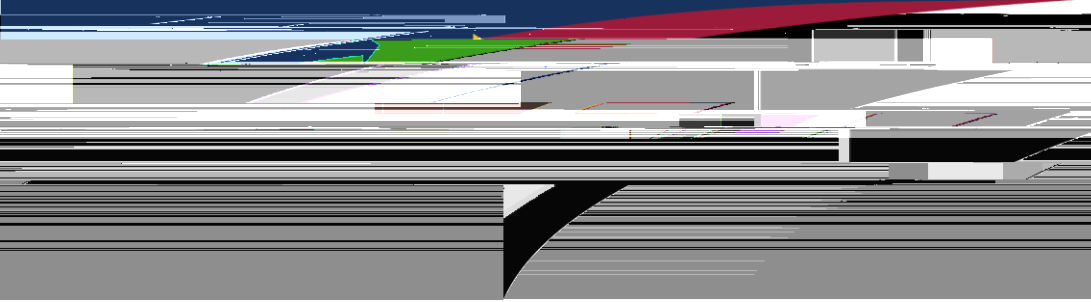
- Can help you find focus
- Is it saying something not said elsewhere?
- Formula:

**Position + Environment + Value**  
(Who you are + What you do + Why/How?)

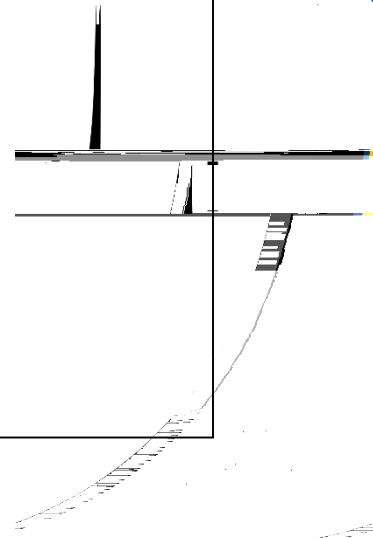
## Summary of Skills:

- Can highlight key skills with proof
- Short, focused, easy to read
- “Roadmap” to rest of resume



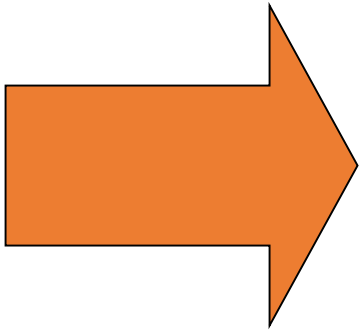


- Strong team player with ability to work independently as well
- Excellent communication skills
- Cross-disciplinary adaptability
- Leadership
- Academic excellence

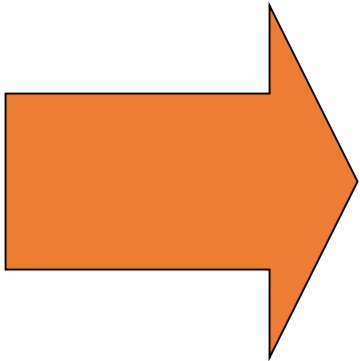





# Professional Profile

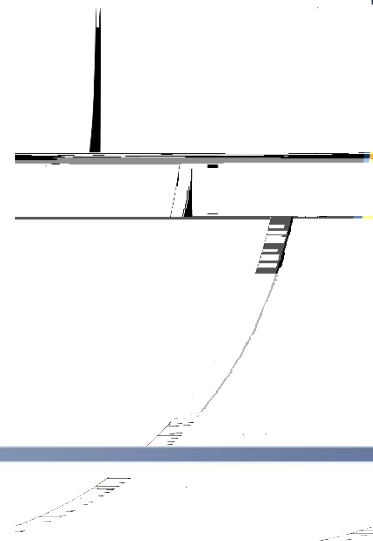
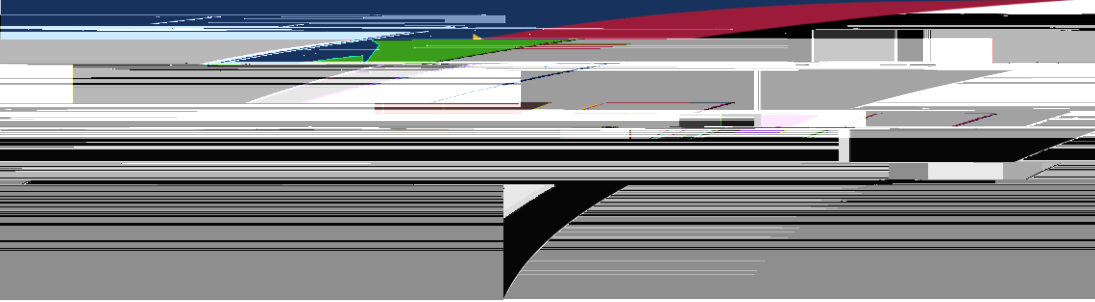


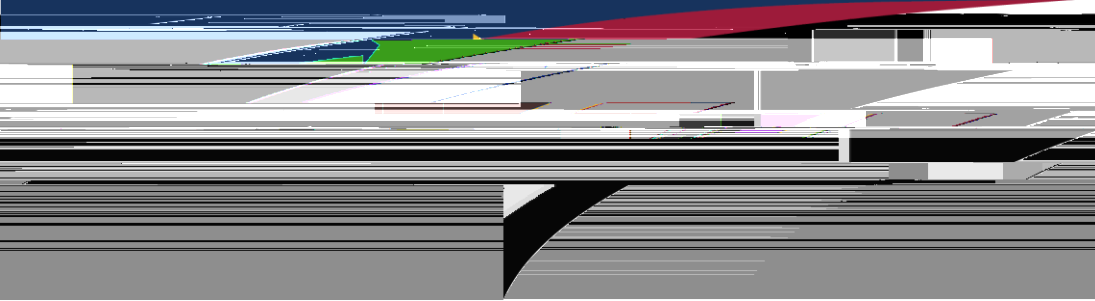
- MPA candidate, Queen's University, 2018
- Program development, evaluation and supervision demonstrated in summer position as program supervisor in community agency
- Knowledge of federal human rights and PIPEDA legislation gained through MPA project.



- Classroom and workplace familiarity with economic policy and international trade.
  - Project management skills developed as University of Ottawa student government leader
  - Focused approach to learning/absorbing new information
- 



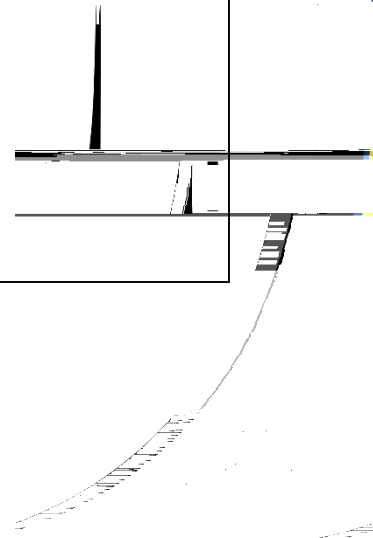


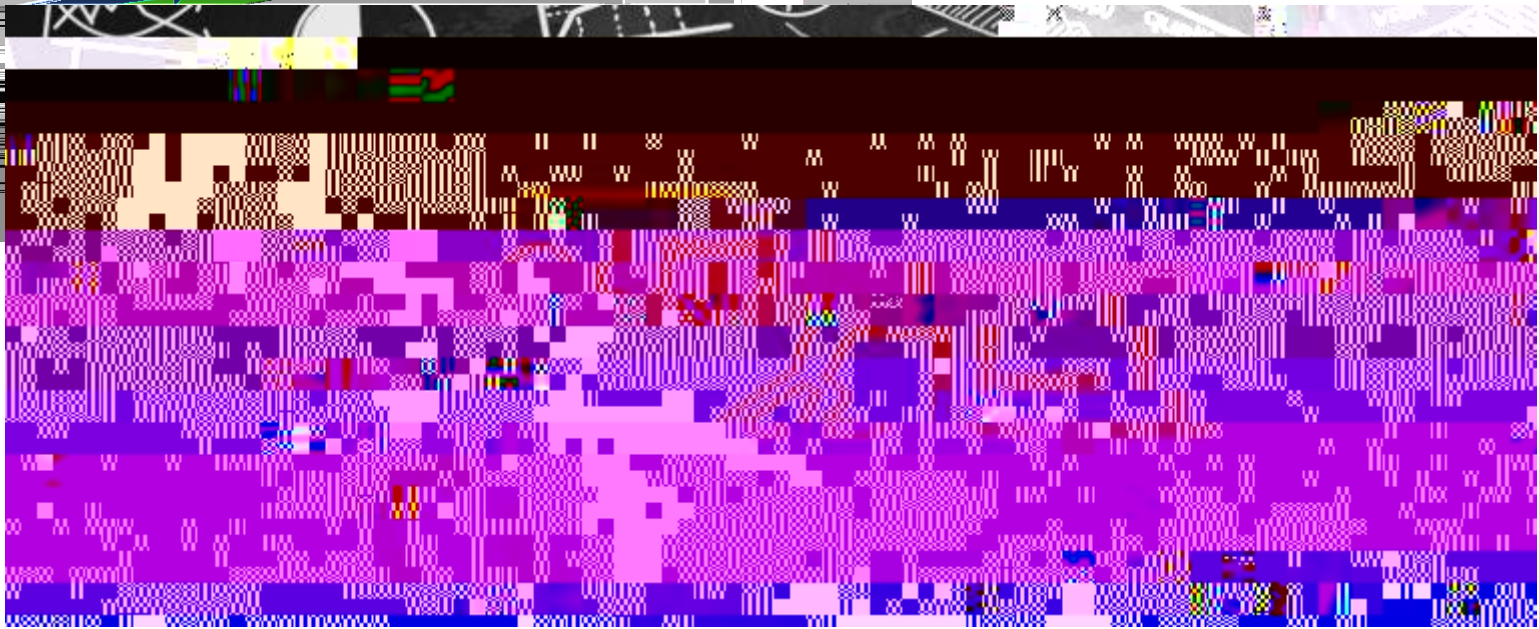


**Master of Public Administration**  
Queen's University, Kingston ON

- Concentration in ....
- Major project topic on...
- Pending courses include:

2017-present  
(candidate)





What counts as experience?

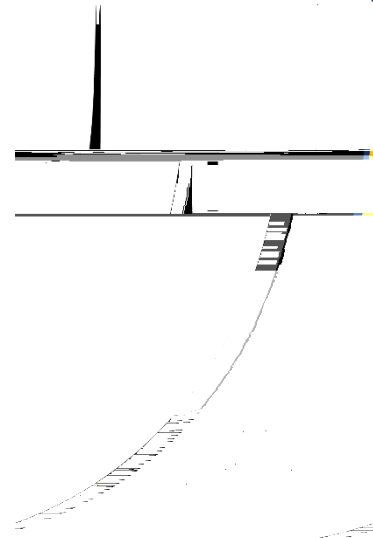
Everything

What experiences should I include?

Relevant experiences

Why are experiences important?

How you have performed previously is the best indicator of future performance!







# Experience

## Common Challenges

- Position in resume doesn't reflect its importance
- Doesn't capture skills that are transferable to the job you're applying for
- Statements limited to tasks or responsibilities

## Success Strategies

- Customized Headings  
Flexible Order
- Review for match between job position and resume
- Focus on how, not only what  
(Accomplishment Statements)



# Experience Organization

How do you organize your experience?

WORK

VOLUNTEER

EXTRACURRICULAR

---

RELEVANT  
PROFESSIONAL

ADDITIONAL

---

POLICY EXPERIENCE

LEADERSHIP  
EXPERIENCE





# Policy-related Experience

**Role** (context, if not paid)

**Dates**

Organization, Location

- Details, description

**Residence Life Intern**  
2017

May 2016-Apr,

University of Alberta, Edmonton AB

- Assisted in the development of and rolled out new policy against sexual violence on campus
- Member of residence life judiciary board dealing with student disciplinary hearings



## Health Administration Experience

### **Student Researcher (thesis)**

Sep 2014- Apr 2015

- Life Sciences Dept, Queen's University, Kingston ON
- Employed quantitative and qualitative research methodology while conducting 4<sup>th</sup> year thesis research on...

### **Clinical Trials Clerk**

Summers 2012, 2014

Queen's Clinical Trials Group, Kingston ON

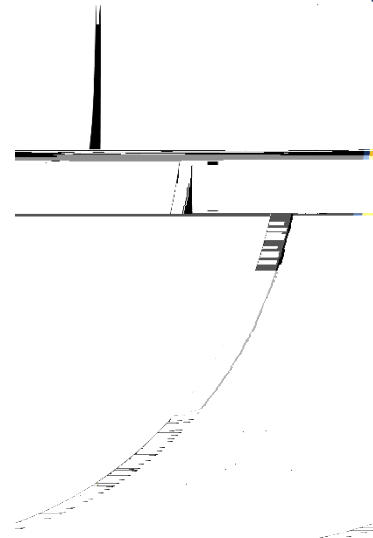
- Collected data and administered regulatory reviews on 6 active clinical trials (and of an additional 4 studies) in the Queen's Hospital, Kingston ON





# Experience Descriptions

- Create one line to summarize role
- Describe skills using active language: verbs & adverbs –
  - *developed and delivered curriculum for three tutorials per week to 125 third-year students*
- Add quantity –
  -
- Add quality –
  -
- Show impact or results, effect –
  - *Data collected subsequently used during strategic*





# Experience

## Common Challenges

- Position in resume doesn't reflect its importance
- Doesn't capture skills that are transferable to the job you're applying for
- Statements limited to tasks or responsibilities

## Success Strategies

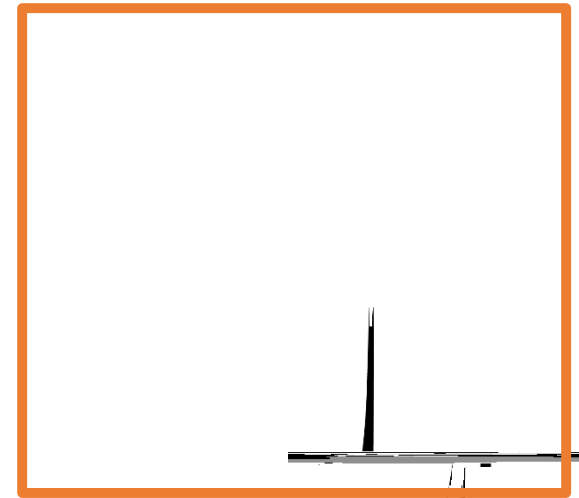
- Customized Headings  
Flexible Order
- Review for match between job position and resume
- Focus on how, not only what (Accomplishment Statements)



# Accomplishment Statements

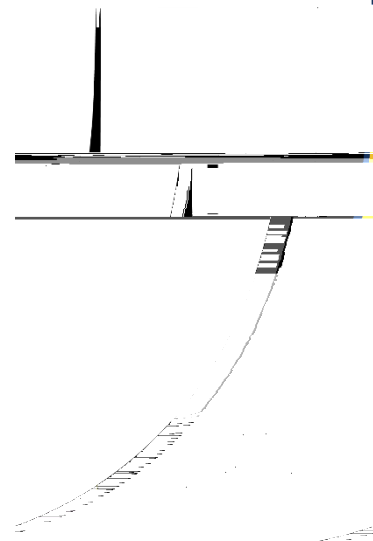
For each experience on the resume, see if the statements explicitly answer the following questions:

- How many/how much?
- Why did I/we do this?
- What was the result of doing this?
- What skills did I learn or develop?
- Why was this important?



Write the number of questions your description currently answers beside each experience (\_\_\_ out of 5)

# Accomplishment Statements



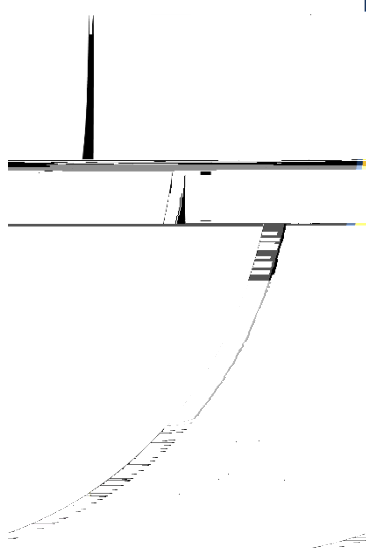


# Accomplishment Statements

Administrative Assistant

Summer 2011

*Legasys Corporation, Kingston, ON*

- Updated tracking system
  - Observed innovation, growth, and subsequent sale of their VOIP tool
  - Learned PHP
  - Presented project summary to senior management team
- 

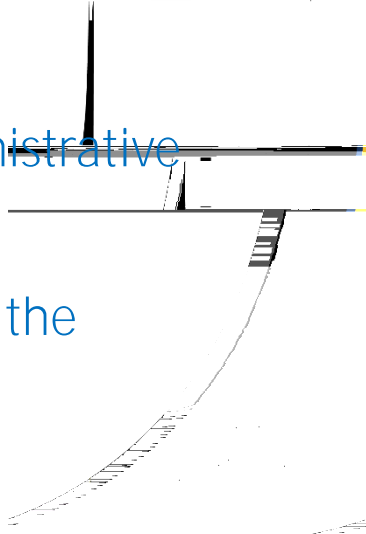


# Accomplishment Statements

Administrative Assistant

Summer 2011

*Legasys Corporation, Kingston, ON*

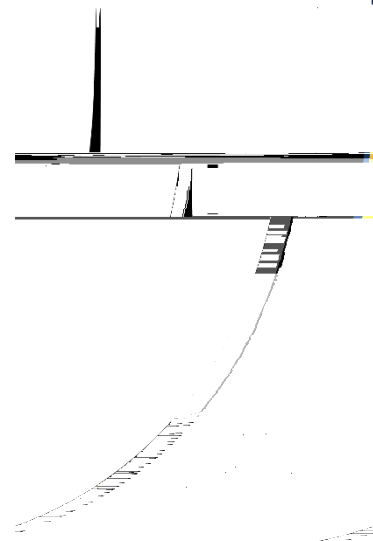
- Updated, vetted and re-organized tracking system for 1000+ client records in 5-year old computer software development company, increasing system efficiency by 30%
  - Contributed to a 10-person team, by conducting background research contributing to creation and subsequent sale of VOIP tool to Bell Canada
  - Taught myself PHP in order to design and develop an administrative section on the company intranet (which is still in use)
  - Delivered project summary to senior management team at the annual executive retreat upon request of lead supervisor
- 

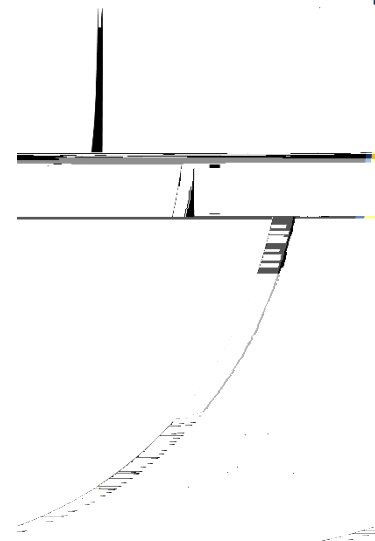
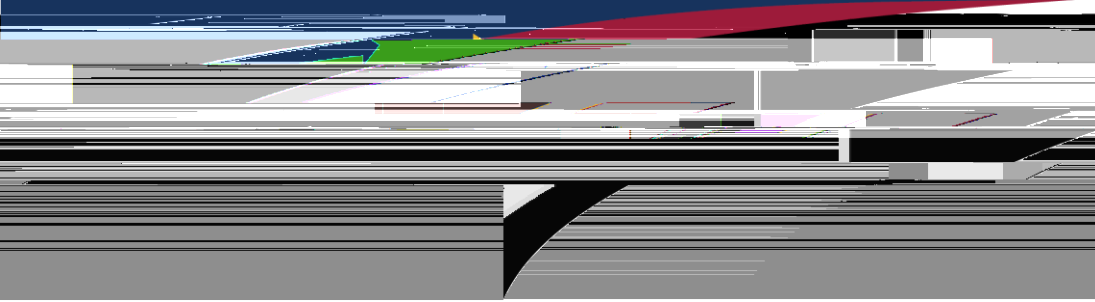


# Accomplishment Statements

Try to write one accomplishment statements on the worksheet and share them with the person next to you.

If you have your current resume with you, try to re-



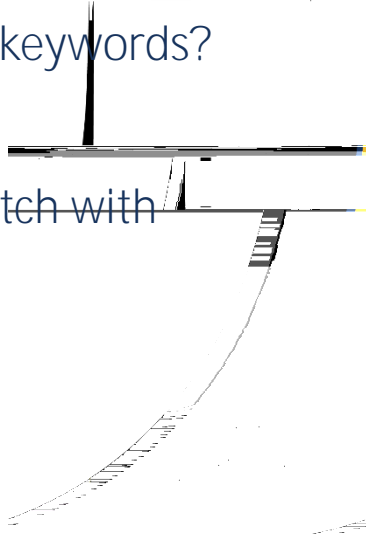






# Standing Out

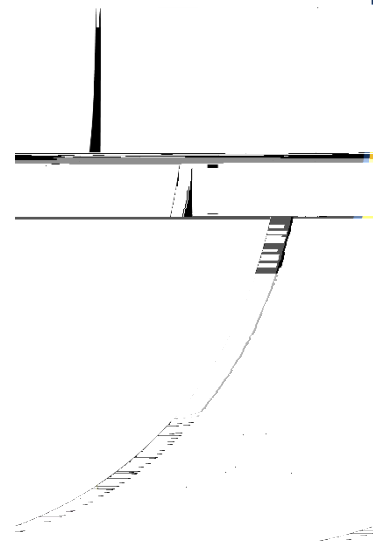
Strategies for making your cover letter stand out:

1. Know yourself
    - What do you want?
    - What are your skills/strengths?
    - What makes you unique?
  2. Know the company/role do your research
    - What is the company known for?
    - What is the company currently struggling with?
    - What does this specific role entail? What are the keywords?
  3. Explain the "fit" put it together
    - How do your strengths, skills and experiences match with what the employer does and needs
- 



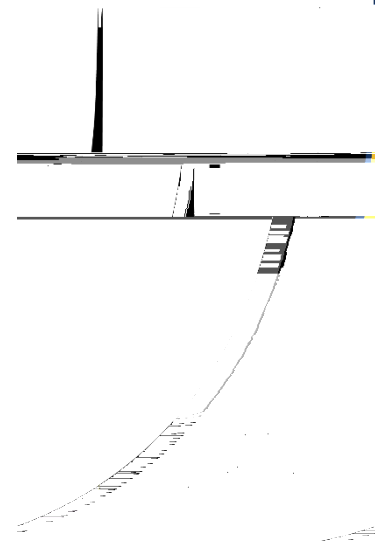
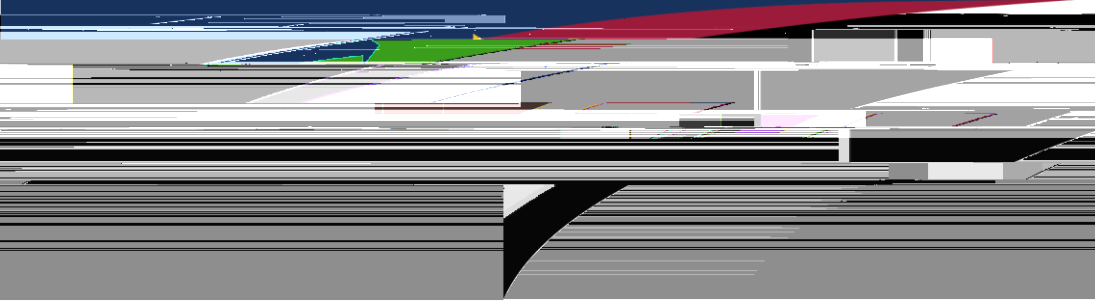
# 1 Know Yourself

- What skills do you have?
  - Program – major map, courses, projects
  - Undergrad
  - Experiences
  
- What makes you unique?
  - Knowledge of industry/area
  - Unique experience
  - Passions

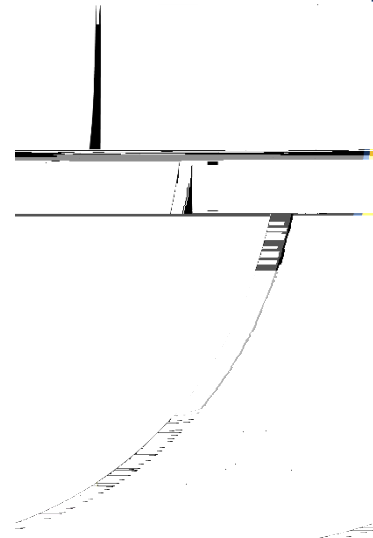
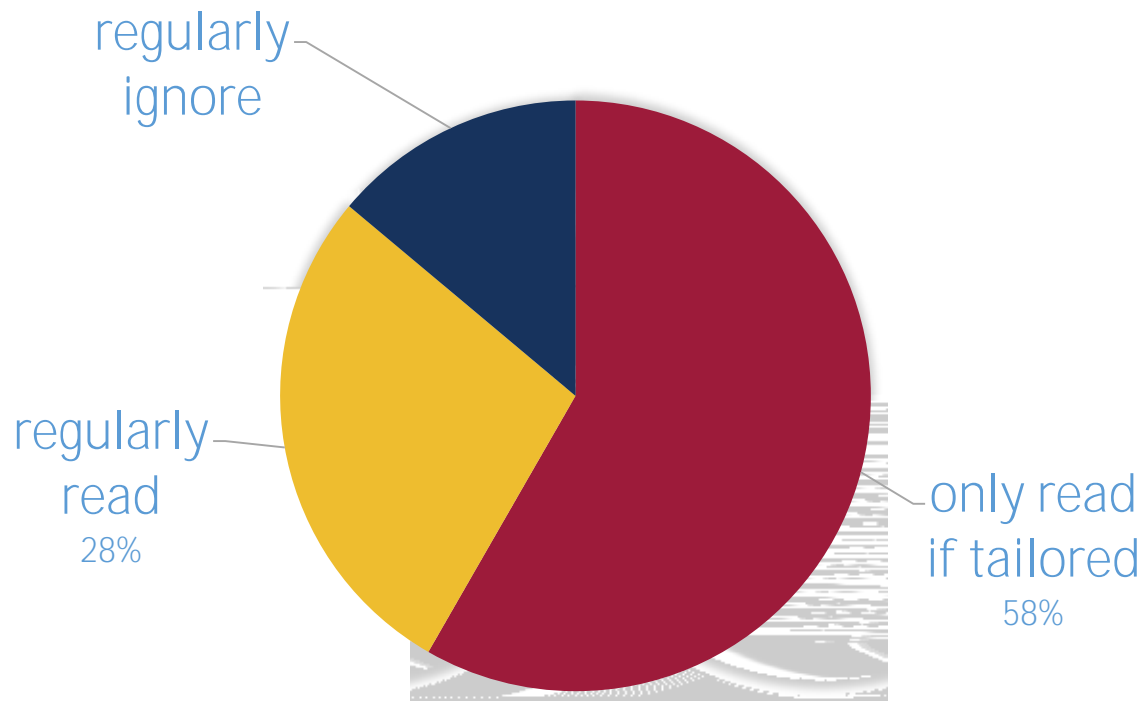






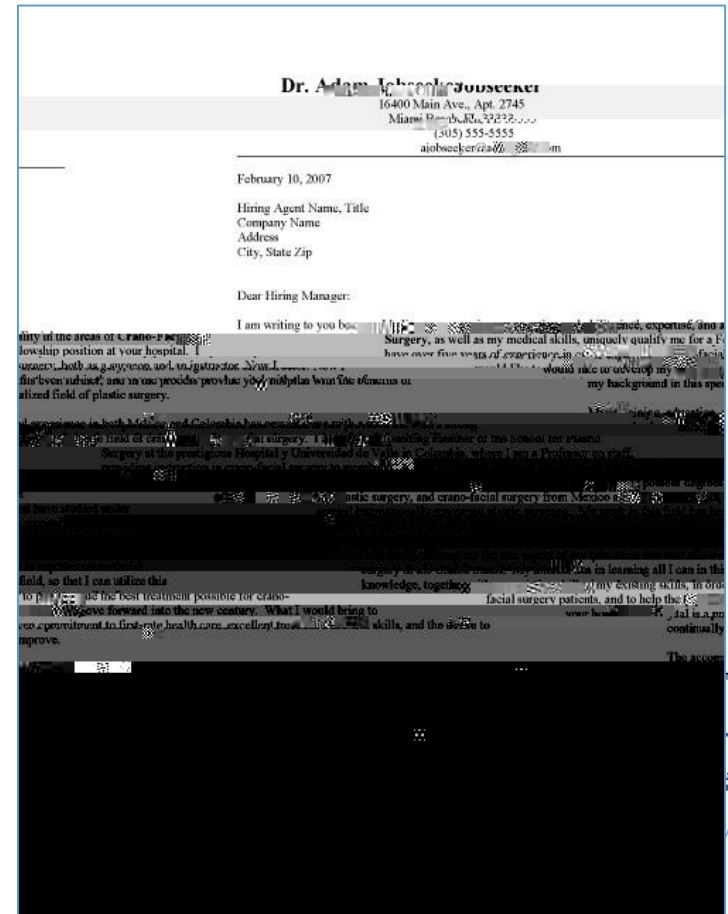


# 3 - EXPLAIN THE FIT



# Format

- Header – contact information
- Employer Information
- Subject Line
- Greeting
- White Space





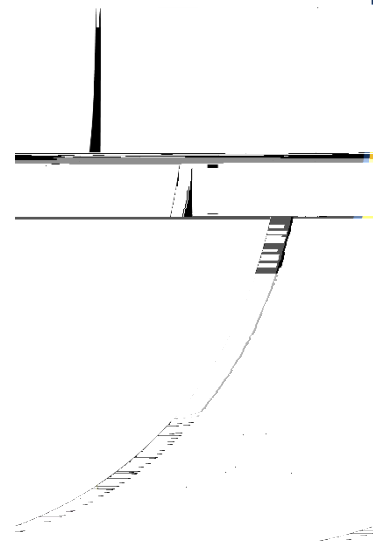
# Outline

- Introduction

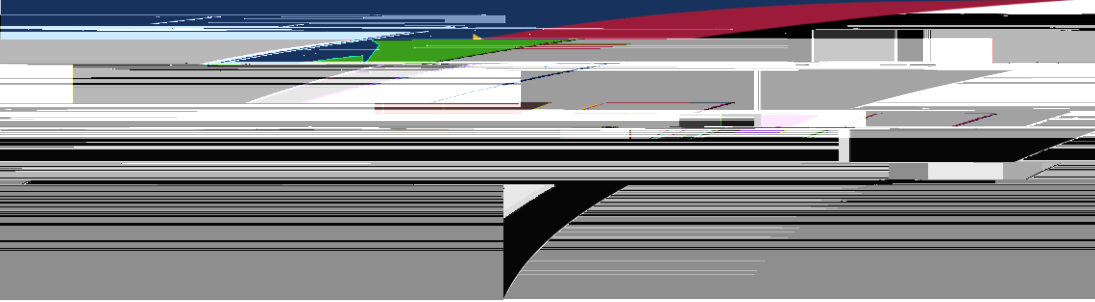
Why are you writing? (Subject)

Catch their attention

MEng Industrial Internship Program

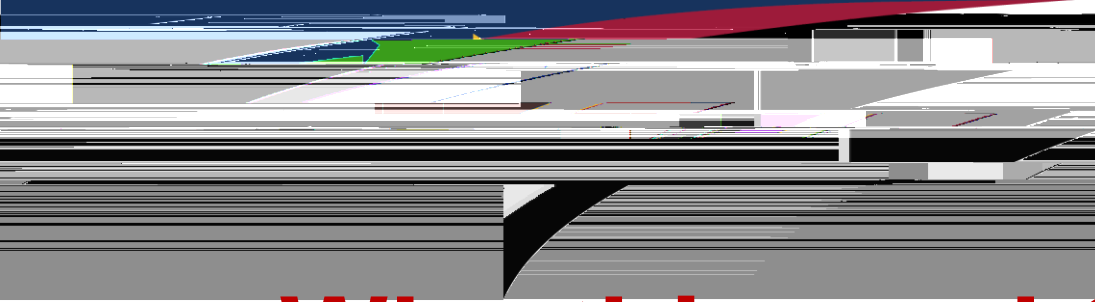






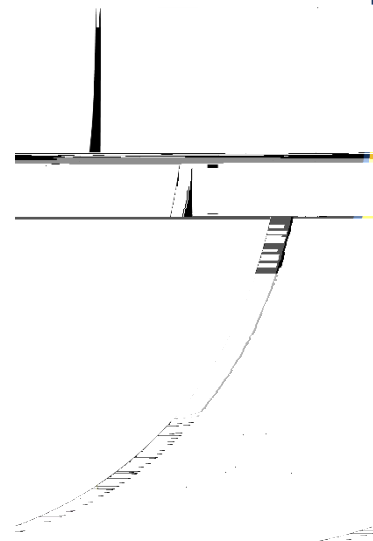
## Example: **Introduction**

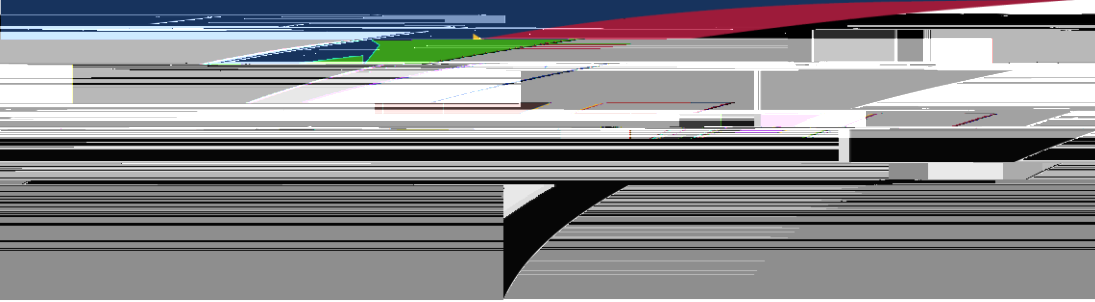
The health policy courses and the project I have undertaken in my Master of Public Administration degree have provided me ample opportunities to develop my knowledge and experience in health policy in general, and wait times and patient satisfaction in particular. I hope to now contribute these skills to the position of Assistant, Planning & Communications at Sunnybrook Health Sciences Centre.



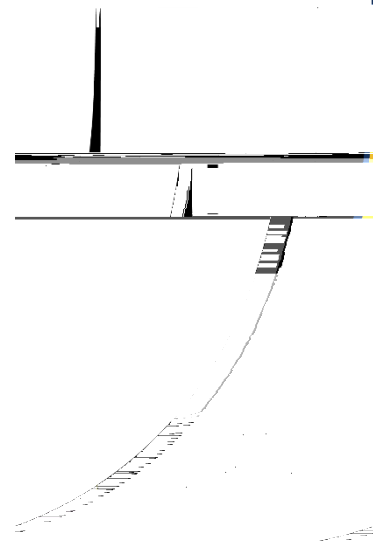
Example: **Why this work?**

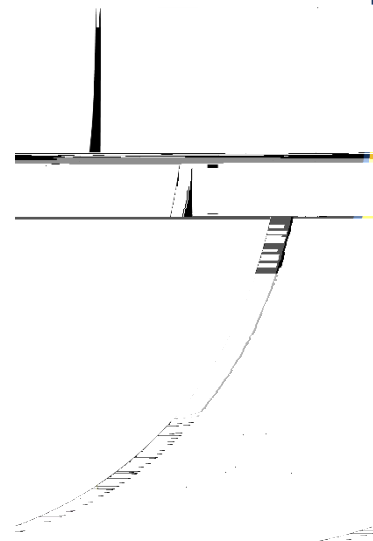
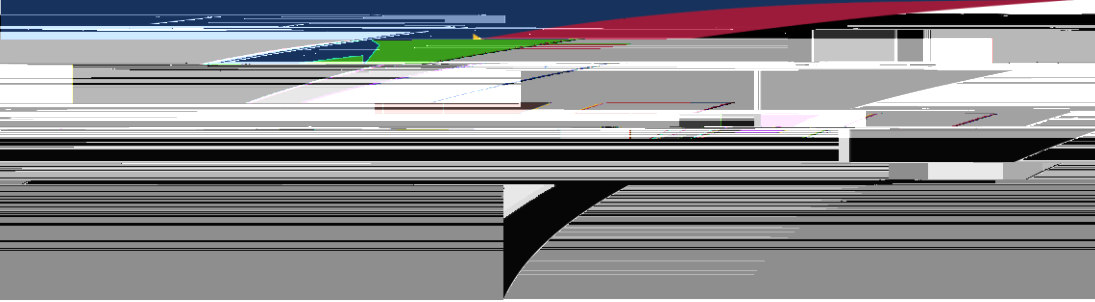
Being a very enthusiastic person about military and defence policy and a long-term reader of aerospace publications, I find Boeing to be intriguing and filled with potential for a developing policy maker such as myself. I am very enthusiastic about military strategy with sound knowledge of defence

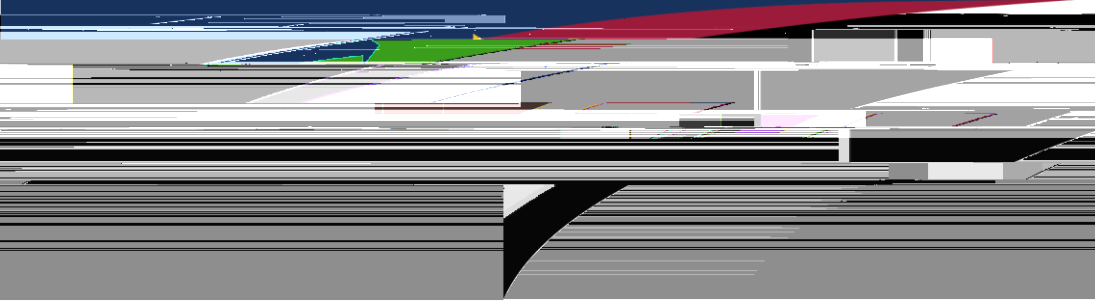




**Example:**

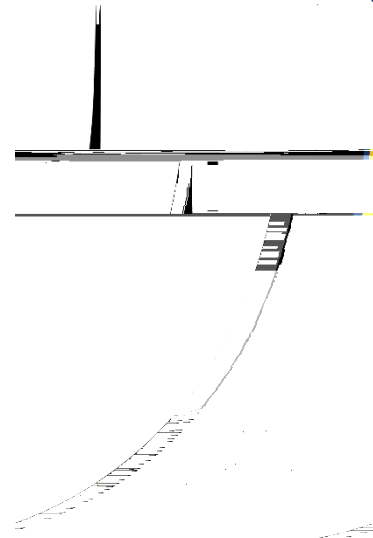


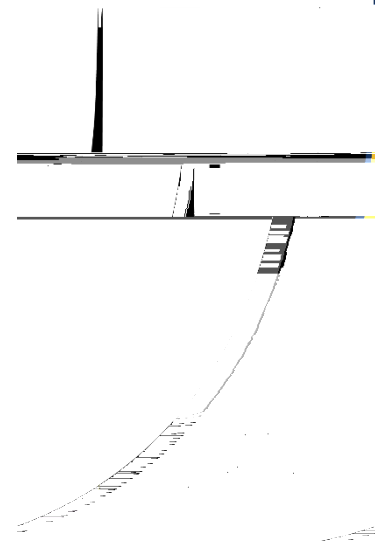
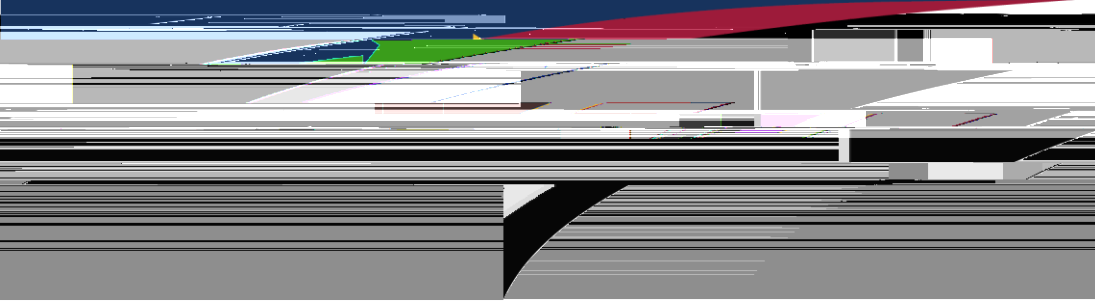




Example: **Call to action**

Thank you for taking the time to review my application. I know that my experiences and qualifications would allow me to be an asset to your department. I look forward to the opportunity to discuss how I can contribute to your goals.



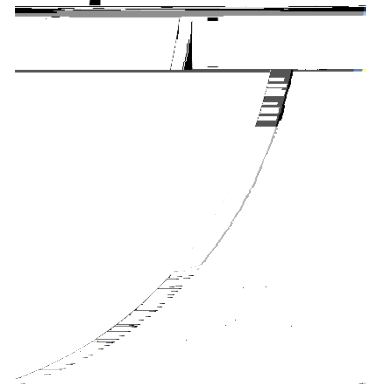


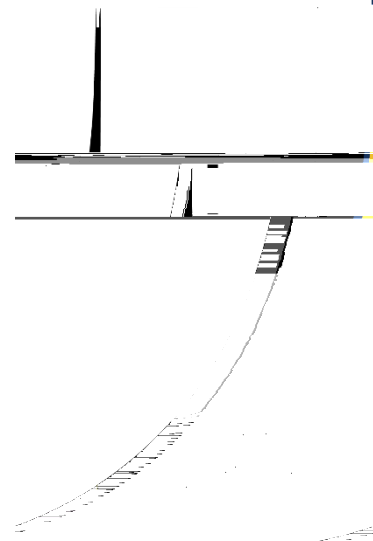
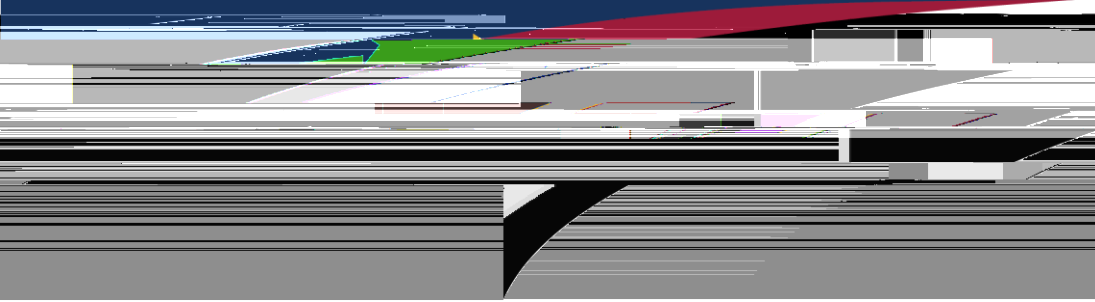
# Cover Letter: Final Tips

For every sentence in your cover letter, ask yourself:

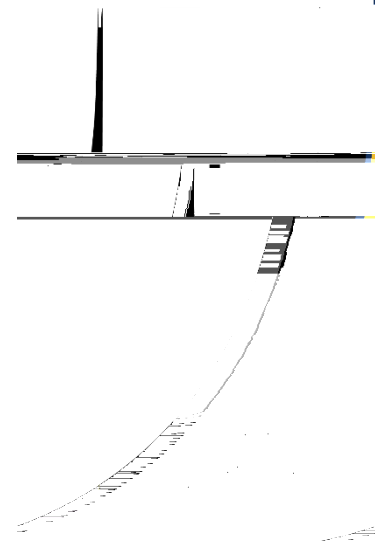
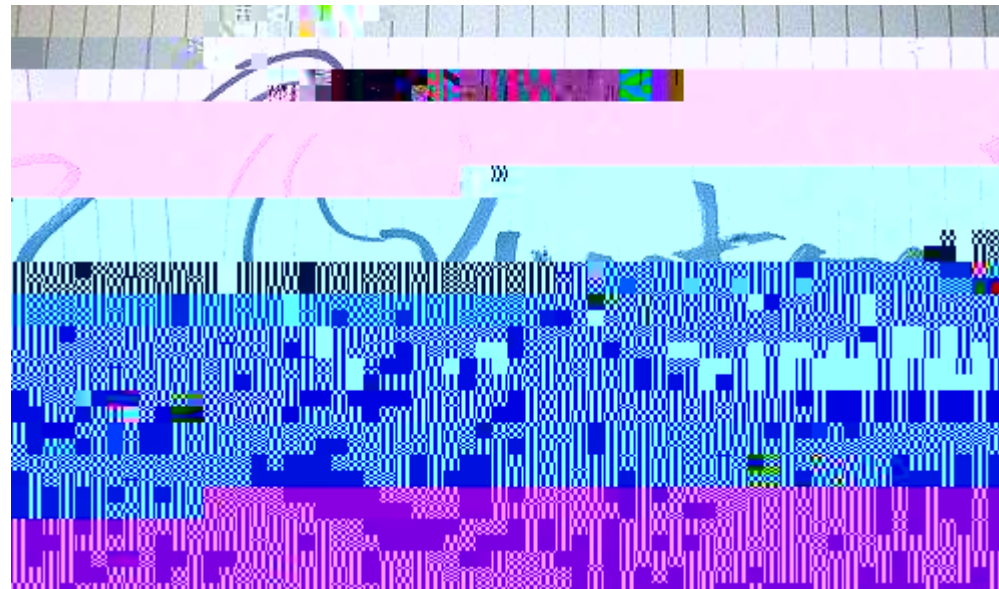
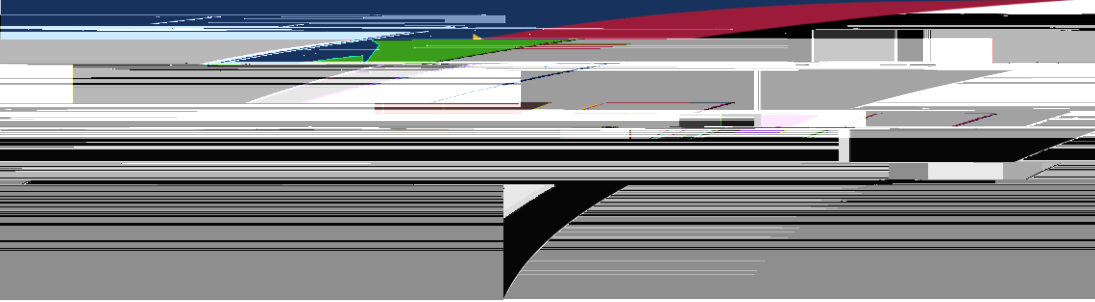
Am I drawing obvious connections between my story and the role they are trying to fill?

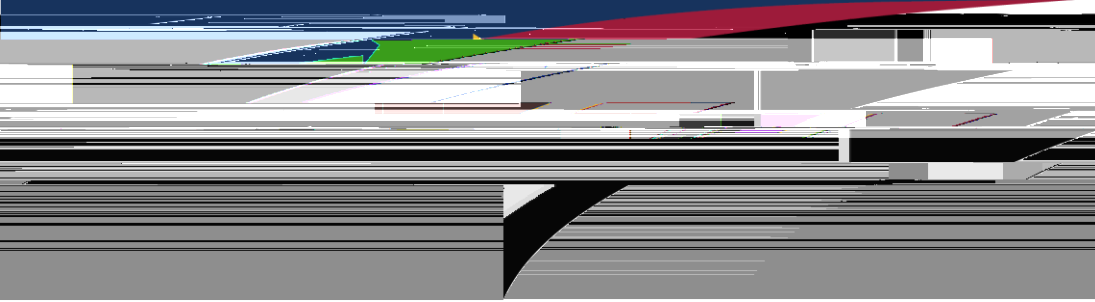
- Read job ads carefully look for hiring manager name or department supervisors
- Can use **Re: (job position/job number)**
- Use LinkedIn or call the company to find names of hiring managers and recruiters
- Include job # if requested
- Attachments save carefully, check file names, preview
- Get someone to proofread your cover letter!





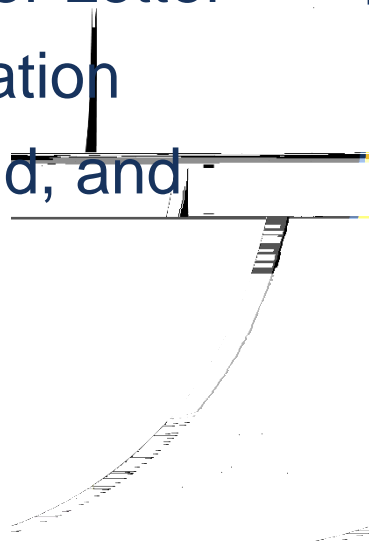






# Tailoring each application

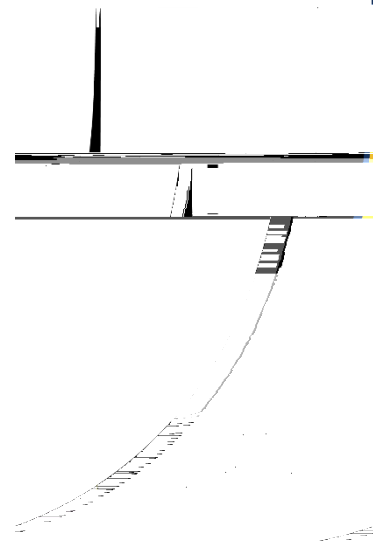
- Decide on target work(s) (be quite specific to role)
- Brainstorm wish list of skills/qualifications (or consult resources)
- Tailor & Target Summary of Skills/Objective
- Tailor & Target Introduction & Research in Cover Letter
- Decide on most relevant experiences in application
- Function before Form! - Re-group, move around, and re-format

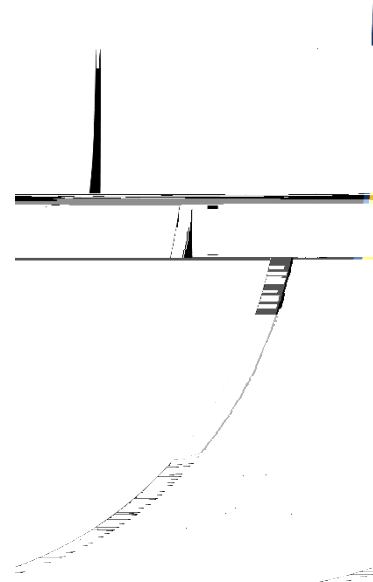
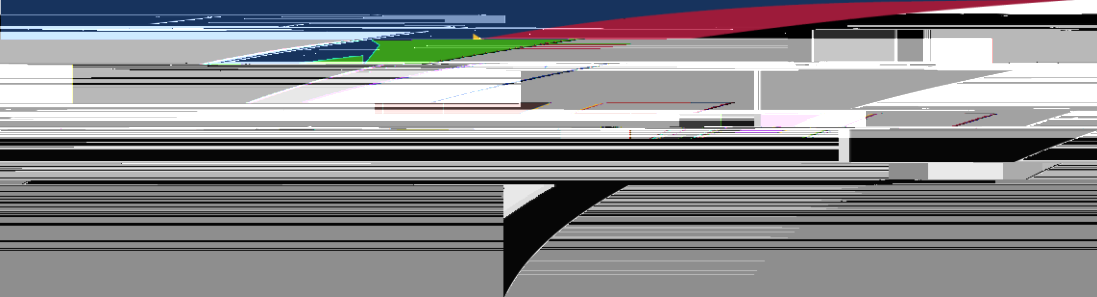




# Policy Analyst Recruitment and Development Program (PARDP)

- You must meet all essential qualifications in order to be appointed to the position.
- Other qualifications may be a deciding factor in choosing the person to be appointed. © 2008 JETC









# Evaluate the Fit

The Job Activities & Tasks	My Activities & Skills demonstrated
Strong organizational skills	Conference committee creating and tracking timeline, delegating and i i i ing a k



# Your Turn!

- Ask Questions you are still wondering about –
  - Specific questions about your resume
  - other people are probably thinking the same thing!
- The only stupid questions are the one's not asked!

