Essential Some Job Search Tips
David Woodward
Assistant Director/Career Counselor
L&S, Business Administration
Welcome to the Career Center!
There are many ways to get started. Find yourself here!

By Class / Population
- Freshmen & Sophomores
- Juniors & Seniors
- International Students
- Underrepresented Minorities

By Interest - I want to...

Jobs & Internships
- Find a job or internship
- Learn about internships and externships
- Write a resume or cover letter
- Improve my interviewing skills
Clarity

How do I identify and articulate my future direction?

Competitiveness

How can I enhance my marketability?

Connections

How can I connect with alumni and employers?

Professional Success
Understanding the job market
All Jobs Waiting To Be Filled

Visible Job Market

Hidden Job Market

100%
All Jobs Waiting To Be Filled

Visible Job Market: 20%
Hidden Job Market: 80%
Life of a job
Life of a job - level of competition

Unaware of need → Aware of need → Options → Create job → Close network → Wider network → HR → Job posting
Life of a job - level of competition

Unaware of need → Aware of need → Options → Create job → Close network → Wider network → HR → Job posting

Very high → Very low
Life of a job - level of competition

Unaware of need
Aware of need
Options
Create job
Close network
Wider network
HR
Job posting
Life of a job - level of competition

- Unaware of need
- Aware of need
- Options
- Create job
- Close network
- Wider network
- HR
- Job posting

Very low

Very high
Life of a job - level of competition

Very high

Competition very high when everyone else and their dog know about it too

Very low

Unaware of need → Aware of need → Options → Create job → Close network → Wider network → HR → Job posting
Where would you rather be?
All Jobs Waiting To Be Filled

Visible Job Market: 20%

Hidden Job Market: 80%
Your job search

OCR OR Job postings OR Self-directed
Your job search

OCR AND Job postings AND Self-directed
Now plan your self-directed job search
Don't Network
- Netshare Instead
Your self-directed job search

Ask for:

• Advice
• Guidance
• Information
• Insights
• Connections
Your self-directed job search

Give:

• Class materials
• Subject updates
• Nostalgia
• Connections
• Involvement
24/7 Resources

Our how-to videos, mock interviewing tool and more can help you day or night.

FIND THEM BELOW IN THE GREEN SIDEBAR →

Home Workshops YouTube...
Search results

@cal Career Network
What is it? The @cal Career Network is a database of Cal alumni who ... to determining your career goals. Benefits of Using the @cal Career Network ... > Login to the @cal Career Network < Students Alumni Career ...

@cal Career Network- Sample Letter
are a career networker through the @cal community. Although I am not currently ... in advance for your time. Sincerely, Jamie Williams Back to @cal Career ... to develop during my last two years at Cal. I would greatly appreciate being ...

@cal Career Network- Networking Etiquette
information for the career networkers before you meet them. Back to @cal ... as a Cal student or recent graduate who is interested in talking with them ...

@cal Career Network- Questions to Ask During an Informational Interview
Back to @cal Career Network Home CTA Block: Job Search Links 10 000 400 ...

@cal Career Network- 3-2-1 Contact!
with these alumni. They are now part of your professional network! Back to @cal Career ...

Diversity Resources
@cal Career Network

What is it?
The @cal Career Network is a database of Cal alumni who have volunteered to share their career experiences with students through informational interviews. Alumni volunteers range from recent grads to highly-experienced senior-level professionals, bachelors-level to PhDs. The network is designed to allow you to gather occupational or industry information prior to determining your career goals.

Benefits of Using the @cal Career Network

- Explore and gain insights into various career options
- Develop new ideas about your future career
- Discover how your major can relate to careers
- Get suggestions on how to enter and prepare yourself for a particular career
- Learn about the job titles, duties, and personality traits of people in a career field
- Gain knowledge of an organization’s structure, services, and challenges

How Do I Use It?
To start using the network, first review these important tips.

1. Research Career Fields
2. Making Contact
3. Networking Etiquette

> Login to the @cal Career Network <

Students
Alumni
Welcome to the Student - Alumni career networking site!

Welcome Cal students! Read our FAQs about using this network to learn how to network with UC Berkeley alums.

Here you will find @cal alumni who have volunteered to network with you. You can browse, search on career industries and companies, and get to chat with UC Berkeley alums who have already worked in areas you are most interested in.

Saved Contacts

You don't have any saved contacts.

How to save a contact

Click Search Networkers and enter your search terms. When your search results are displayed, click on a name to view a profile, and click on Add Contact in the profile's upper right corner.

Saved Searches

You don't have any saved Searches.

How to Save a Search

Click Search Networkers and enter your search terms. When your search results are displayed, click the Save Search button, give your search a name, and your search criteria will be saved for future use.
Alexander Goldberg
Political Economy, BA, 2013

Personal
Public Profile  https://cal.berkeley.edu/alexgoldberg

Contact
Email  arp83191@gmail.com

Career
Job Title  Marketing Associate
Employer Name  Guidebook
Industry  Technology, Software
Function  Marketing
Work Address  San Francisco, CA United States

About Me
Student Housing  Foothill Resident
Student Activites  ImagiCal
                      Project SMIL
Entrepreneurial marketing leader with a track record of delivering aggressive growth. Skilled in go-to-market strategy, customer acquisition, and product marketing, I love running experiments, building teams, and launching products.

Activity
1,799 followers

Houzz is hiring in Santa Monica! Curious what it's like? Here's a sneak peek...
Alex shared this
20 Reactions • 1 Comment

Amazing grapes! Fun to see :)
Thanks for sharing, Aiko
Alex commented

See all

Experience

Founder
Fin vs Fin · Full-time
Sep 2018 – Present · 1 yr 4 mos
Greater Los Angeles Area

Fin vs Fin is a product review site dedicated to direct-to-consumer wellness. We publish head-to-head comparisons that help consumers discover the best D2C offerings. We also work with fast-growing brands to drive quality organic traffic and position themselves against competitors.
<table>
<thead>
<tr>
<th>Interests</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Wieden + Kennedy</td>
<td>179,167</td>
<td>Event Pros</td>
</tr>
<tr>
<td>Search Engine Land</td>
<td>83,700</td>
<td>United Airlines</td>
</tr>
<tr>
<td>Microsoft</td>
<td>9,164,878</td>
<td>Finance Club</td>
</tr>
</tbody>
</table>

See all
Search Engine Land

 Listed group

Join the conversation with the 83,700 professionals in this group

Connections in this group

Perry Chen, Jim Dyer, and 4 other people you know are in this group

About this group

Search Engine Land is a must-read hub for news and information about search engine marketing, SEO, PPC, and how search engines work. Please read the group guidelines before participating.

In particular, the group does NOT allow use of LinkedIn's "Add A Link" feature, in order to keep spam out and the focus strongly on good
Showing 25,763,077 results

Environment Guru • 2nd
at EnvironmentGuru.com
San Francisco Bay Area
1 shared connection

Brian Keffer • 3rd
Senior Environment Artist
San Francisco Bay Area
Past: Senior Environment Artist at Electronic Arts (EA)

Job results for environment 3,583,288 results

- Health, Safety & Environment Regional... Cummins - US/Canada San Francisco Bay Area
  2 company alumni work here
  1 week ago

- Environment California Development Director Work for Progress Sacramento, California Area
  3 days ago

- Senior Consultant, Communications - San... Segal Group Inc San Francisco Bay Area
  6 days ago
Showing 11,906 results

- **Texas Business Owners Growth Forum**
  34 members

- **Renewables and Environment**
  43,057 members

- **Environment & Sustainability Network**
  16,643 members

- **Water Environment Federation**
  29,796 members

- **ALLEN & YORK Built & Natural Environment Recruitment**
  14,884 members

- **Renewable Energy & Environment group**
  13,861 members

- **Safety Health and Environment**
  19,220 members

- **Agriculture and Environment Researchers**
Environment & Sustainability Network

16,643 members

About this group

Environment & Sustainability Network is a place for Environment and sustainability executives to network and share best practices on environmental, energy and sustainability management.

It's hosted by Environmental Leader, the daily publication (www.environmentalleader.com), that keeps corporate executives
Berkeley Career Network

Professional Networking

The Berkeley Career Network makes professional connections for Cal students and alumni. The network recommends new connections for you based on shared industries, majors, and professional interests.

It’s easy for students and alumni to tap into the Cal community by sending messages and requesting online or in-person meetings based on their professional interests and goals.

Here’s what you get

- Explore and gain insights into various career options
- Develop new ideas about your future career
- Discover how your major can relate to careers
- Get suggestions on how to enter and prepare yourself for a particular career
- Learn about the job titles, duties, and personality traits of people in a career field
- Gain knowledge of an organization’s structure, services, and challenges
Sign up in 5 minutes!

**Step 1:** Register for Berkeley Career Network.
- **Students:** Log in, select "Join Our Community," and enter your CalNet ID.
- **Alumni:** Log in, select "Join Our Community," and sign up using LinkedIn or Facebook.
- **Staff/faculty:** To use BCN with students, log in, select "Join Our Community," and enter your CalNet ID.

**Step 2:** Add information to your profile. The more info you provide about your interests the better. Your profile will help us recommend the most valuable connections for you.

**Step 3:** Explore! Check out your dashboard. Alumni with career experience or interests are easy to find in the NETWORK tab. Browse the FORUM and RESOURCES tabs if you’re not sure where to begin.

**Get the most out of the Berkeley Career Network**
- Use filters in the NETWORK tab to find the right connections for you. If you’re seeking career guidance, try filtering by topic to address your needs, such as industry trends, internships, careers, or applying for grad school.
- Questions? Check out our FAQs.

_Berkeley Career Network is sponsored through a joint partnership between by the Cal Alumni Association & the UC Berkeley Career Center._

<< Back to Networking Home
Storytelling for your resume
How much time?

3 – 15 seconds

Reject

Read in detail
Poor?
Average?
Great?
Summary
Motivated Sales Associate with 5+ years sales experience. Independent worker with high energy and great communication skills. Reliable and friendly professional able to work with little oversight and collaborate in team environments.

Highlights
- Product knowledge
- Service-minded
- Able to stand for long periods
- Order processing
- Expertise in shrink control
- Motivated seller
- Persuasive communicator
- Accurate
- Efficient
- Multi-tasker

Experience
Masterson Coat Factory
Sales Associate
New Cityland, CA
- July 2008 to Current
  - Maintain constant presence on sales floor to address customer needs.
  - Approach browsing customers and initiate conversations to determine buying preferences.
  - Recommend appropriate items and direct or lead customers to selections.
  - Assist customers with trying on items, finding appropriate sizes, and completing purchases.
  - Inquire about buying experience, item preferences, and future purchases.
  - Sign customers up for marketing lists and inform of upcoming promotions or customer events.

Home and Hearth Depot
Sales Associate
New Cityland, CA
- November 2006 to May 2008
  - Proactively sought out customers to assist across sales floor.
  - Enthusiastically conversed with customers about purchases needs and available products.
  - Escorted customers to products, answered questions about uses, and made sure all questions were answered and no additional help was needed.
  - Prepared for promotions by rearranging stock, adding signage, and retagging merchandise.
  - Awarded Employee of the Month twice.

Jenny's Beauty Supply
Sales Associate
New Cityland, CA
- June 2004 to October 2006
  - Consulted with customers on beauty care needs and made product recommendations.
  - Followed latest trends in order to provide up-to-date information to customers.
  - Processed customer payments by cash, check, and credit card.
  - Suggested additional items and skin care routines to boost sales and increase customer satisfaction.
  - Provided information regarding store policies, product manufacturers, and popular items.
The Norris Center for the Performing Arts, 27570 Crossfield Drive in RMH, on Saturday, March 20 at 2 and 4 p.m. Tickets are $38 for adults and $19 for students for the evening performance and $30 for adults and $15 for students for the matinee performance. For reservations, call 544-0403.

UPCOMING — The Palos Verdes Peninsula Unified School District and Friends of School Music host the 15th Palos Verdes Elementary Choral Festival on March 23, 24 and 25 at the Norris Center for the Performing Arts, 27570 Crossfield Drive in RMH. All shows begin at 7:30 p.m. For tickets, call the Norris box office at 544-0403.

ONGOING — The Distinctive Edge, 29050 S. Western Ave., Suite 113 in RMV continues “Third Time’s a Charm,” an exhibit of 3-D collages by artist Steve Jacobson, through March 30. For gallery hours, call 833-3613.

ONGOING — “Natural Treasures” exhibition continues at the Norris Center for the Performing Arts, 27570 Crossfield Drive in RMH. For more information, call 544-0403.

WORLD NEWS

New website addletters.com generates cool images for users, Get it while it's hot!

Two years ago, U.S. Navy personnel and their families assigned to the Atsugi Navy base, home of the U.S.S. Kittyhawk, were treated to a rare experience when Terry Fleming and his local Irish-American band, Insirof, traveled to the base to entertain them on St. Patrick’s Day. Fleming and the other few members of Insirof were delighted and honored to be able to go to Japan and lift the spirits, if only for a few hours, of the Navy personnel and their families.

For the third year in a row, Fleming — a local insurance broker in Rolling Hills by day and an entertainer by night — and the band traveled to entertain the Navy men, women and families at various bases throughout Japan.

Fleming, the leader of the band on accordion and harmonica, is actually the only member of the band from Ireland. Other members include lead singer Julie Delaney, a civil engineer in Newport Beach; Terry Doyle, guitarist, a news director with CBS News; Denis Doyle, Celtic harpist, a professor at Glendale College; Kevin Weed, keyboards and bugpipes, music teacher and assistant director of the Orange County Symphony; and Mike Tiffany, bass, a computer engineer. The band has been playing the length and breadth of California for the past 20 years. They have played at pubs, wakes, weddings and birthdays and on occasions where there was little excuse for throwing a party.

Fleming says it was by coincidence the band got the opportunity to travel to Japan. Another band was unable to travel at the last minute and so he and his band were offered the opportunity to go in their place.

With some trepidation they made their first trip and with the overwhelming response they received at Atsugi, any fears they had were quickly allayed. On a damp St. Patrick’s Day, hundreds of families, clad in many shades of green, whooped it up, sang their hearts out and danced up a storm. As the evening wore on, many in the audience were emboldened to try their hand or foot at the Irish jig, with much encouragement from the band.

Even though far from home, the Atsugi base — situated a few hours south of Tokyo — felt like home away from home, with its lush green rolling landscape and its multitude of cherry blossom trees. “Yes,” Fleming says, “one was struck by the commitment and dedication of our men and women in uniform as they played their part in protecting and serving in an ever challenging and hostile world.”

A couple of the families even took time out from their busy schedule to host Terry and the band members. They treated them to a guided tour of the base and accompanied them on a few exciting trips off the base, visiting beautiful ancient temples, monuments and revered giant Buddhas.

On a visit to downtown Tokyo, the band came across what they assumed was a very rare sight, a place called “Scruffy Murphy’s,” an Irish pub located in the heart of a bustling downtown. Upon checking the establishment, they discovered a real authentic Irish Pub with excellent Guinness and good pub grub. It also happened to be open late night, so the band members took over the stage and entertained the locals for a few thin-filled hours. It turned out that it was just one of many establishments in the city.

A special bond developed between the band members and these families and already exchange visits have occurred when the same families were on leave in the United States.

For more information about the band, log on to www.henisinmusic.com.
Capture your stories/accomplishments

C  Challenge
H  Hurdles
A  Action
I  Impact
Why is impact so important?

Impact $\equiv$ Past value $\rightarrow$ Future potential value
Suggested additional items and skin care routines to boost sales and increase customer satisfaction.
DERRICK CRABTREE
68 Pebble Rd., Salt Lake City, UT 84101 | C: 555.322.7337 | example-email@example.com

SUMMARY
Accomplished Business Analyst skilled in achieving operational efficiency and increasing revenue in the health care industry. Business process improvement, data analysis, and asset management expert. Employ root cause analysis to identify issues and develop process improvements that lead to cost savings. Exceptional planning and implementation capabilities.

HIGHLIGHTS
- Business process improvement
- Forecasting and planning
- Advanced Excel modeling
- Cost-benefit analysis
- Business systems analysis
- Budgeting
- Project management
- Project life cycle
- System development life cycle
- IS change management

EXPERIENCE
08/2011 to Current  Lead Business Analyst
Heritage Hospital — Salt Lake City, UT
- Spearhead supply chain process improvement and systems implementation projects.
- Develop metrics used to determine inefficiencies and areas for improvement across the hospital.
- Identify process bottlenecks and implemented new and improved processes and policies.
- Lead cross-functional teams to analyze and understand the operational impacts and opportunities for technology changes institution-wide.
- Redirected technology master plan toward a forward-thinking approach.
- Identified key roadblocks and proposed effective solutions for $55 million project that saved the hospital almost $1 million dollars.
- Promoted to Lead Analyst after just 11 months of employment.

08/2010 to 07/2011  Business Analyst
Heritage Hospital — Salt Lake City, UT
- Analyzed department technology usage and determined the best course for future purchases.
- Conducted activity-based analysis of hospital processes and made recommendations based on the findings.
- Identified process boundaries and developed opportunities to automate processes and functions.
- Gathered technical requirements and participated in design sessions.
- Ensured compliance with established internal control procedures by examining records, reports, operating practices, and documentation.

02/2005 to 08/2010  Business Analyst
Mercy Hospital — Salt Lake City, Texas
- Performed research to assist in development of project scope, define requirements, and propose changes.
- Drafted monthly financial reconciliations and forecasts.
- Assisted senior staff with development of effective presentations.
- Collected, data analyzed trends, and created reports as requested.

EDUCATION
2004
Bachelor of Science: Business Management
University of Texas — Dallas, TX
Emphasis in Business Analytics
Top 5% of class
Identified key roadblocks and proposed effective solutions for $55 million project that saved the hospital almost $1 million dollars.
## Attributes employers seek in a candidate

<table>
<thead>
<tr>
<th>Attribute</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership</td>
<td>80.1%</td>
</tr>
<tr>
<td>Ability to work in a team</td>
<td>78.9%</td>
</tr>
<tr>
<td>Communication skills (written)</td>
<td>70.2%</td>
</tr>
<tr>
<td>Problem-solving skills</td>
<td>70.2%</td>
</tr>
<tr>
<td>Communication skills (verbal)</td>
<td>68.9%</td>
</tr>
<tr>
<td>Strong work ethic</td>
<td>68.9%</td>
</tr>
<tr>
<td>Initiative</td>
<td>65.8%</td>
</tr>
<tr>
<td>Analytical/quantitative skills</td>
<td>62.7%</td>
</tr>
<tr>
<td>Flexibility/adaptability</td>
<td>60.9%</td>
</tr>
<tr>
<td>Technical skills related to the job</td>
<td>59.6%</td>
</tr>
<tr>
<td>Interpersonal skills (relates well to others)</td>
<td>58.4%</td>
</tr>
<tr>
<td>Computer skills</td>
<td>55.3%</td>
</tr>
<tr>
<td>Detail-oriented</td>
<td>52.8%</td>
</tr>
<tr>
<td>Organizational ability</td>
<td>48.4%</td>
</tr>
<tr>
<td>Friendly/outgoing personality</td>
<td>35.4%</td>
</tr>
<tr>
<td>Strategic planning skills</td>
<td>26.7%</td>
</tr>
<tr>
<td>Creativity</td>
<td>23.6%</td>
</tr>
<tr>
<td>Tactfulness</td>
<td>20.5%</td>
</tr>
<tr>
<td>Entrepreneurial skills/risk-taker</td>
<td>18.6%</td>
</tr>
</tbody>
</table>

PLUS - quick and effective learner

Source: Job Outlook 2016, National Association of Colleges and Employers
Capture one of your stories - 1

Choose an event or an achievement that gives you pride or pleasure. Capture the story using the acronym CHAI. Write it down.

**C** - **Challenge** - what challenge or problem did you face? Was there a situation you wanted to improve?

**H** - **Hurdles** - what hurdles or obstacles did you have to overcome? Did you have to persuade or convince someone? Did you have to get funding?

**A** - **Action** - what were the actions you took? What did you do to address/overcome the challenge?

**I** - **Impact** - what was the result you achieved? How did it affect others, how did it change the original problem or situation? What value did it generate?
Prepare for your job or internship search

An internship is a great way to connect your academic experience with the professional work arena.

FIND AN INTERNSHIP →
Happy Birthday! David
Happy Birthday!
Now let’s look at cover letters
October 1, 2016

Patricia Scott  
Director, Human Resources  
Yahoo!  
896 Mission College Blvd.  
Santa Clara, CA 95053

Dear Ms. Scott:

I am excited to submit my application for the Training Specialist position I saw listed in Handshake. I am confident that my relevant education, experience and skills related to this position merit your consideration.

As you can see on my resume, I will complete my bachelor's degree in Business Administration at UC Berkeley in May 2017. While this degree has provided me with a strong background in many aspects of business, it has also given me the opportunity to demonstrate my abilities through practical experience. As a Training Department Intern with UCSF, I was responsible for a new computer software education program. This project allowed me to develop and refine my training and organizational skills while designing a program to teach basic software applications to users with limited experience working with computers. The success of this program has been so overwhelming that the department has integrated it into their new staff training course.

Through my experiences at UCSF, it became clear to me that training and development is an incredible passion of mine – whether I am facilitating or designing them, I aim to make all trainings innovative, effective and fun. Yahoo is known for being one of the best employers to work for in the world, in part because of its innovative, inclusive and welcoming training programs. For this reason, I am particularly excited to be applying for this position in hopes that I may have the opportunity to contribute to such a reputable team in creating and providing top quality employee training.

Although the enclosed resume thoroughly outlines my education and experience, I would appreciate the opportunity to demonstrate in an interview my knowledge of employee training and development, initiative, and interpersonal skills. You can contact me at (650)555-5553 to setup an interview. I look forward to hearing from you soon.

Sincerely,

Marty Lewis

Marty Lewis
Why?

• Instructions specify one

• Demonstrate writing skills

• Differentiator

• Show focus

• Demonstrate critical thinking

• Courtesy

A few seconds to wow the reader
It Should Be:

• Dynamic
• Unique
• Specific
• Brief
• Attractive
• Well structured

It is for the reader, not the writer
Brief means:

- Never, never more than one page
- Best if well under a page

It is for the reader, not the writer
It should not focus on:

• How you (employer) will benefit me (applicant)

It should focus on:

• How you (applicant) will benefit me (employer)

It is not for the writer, it's for the reader.
First line:

• Compelling - hook their attention
• Make them want to read more

First paragraph:

• Why them?
• Why you?
• Tell it as a story
• Don’t state the obvious

First paragraph:

• Don’t bore them

• Don’t tell them you’re a great fit
April 1, 2015

Widget Advisors

Reference: Summer Analyst Intern (#a10000)

Dear Recruiting Team:

Every day as I traveled to school I passed a construction site where a fascinating building started to rise above the fence. It was so interesting I searched the Internet to find out the building’s owner. I discovered an equally interesting company – Widget. I have been following Widget’s story ever since and so was delighted and excited to see your posting for a Summer Analyst.

Based on my understanding at this stage I believe the following are important:

Quantitative skills

I discovered I have an aptitude for numerical, analysis, data modeling and software tools while still in high school. I also discovered a skill at conveying complex concepts so that lay people understand. I have also led team efforts to win prizes in national case-based competitions.

Collaboration

When I started at Berkeley I join the Widget Appreciation Club when it was defining itself. Everyone had lots of ideas and everyone was championing their own. I listened to all the ideas and then facilitated a group session to pull out the best of all the ideas. The result was everyone felt they had contributed to the Club’s new direction and membership rose by over 300% over the following semester.

Fast learner

While at high school I helped out at a small local business. They were suffering from unreliable computer systems so, in addition to my regular work, I evaluated their needs and replacement options. I got the owner’s go-ahead and learned the new system in a quarter of the time the supplier expected. I was then able to train the staff so the implementation was smooth and removed all the previous problems.

I view an internship as a two-way process. I’m certain I would learn a huge amount from you but I would also want to bring value to Widget Advisors and I look forward to discuss with what that value might be.

Sincerely,

Freda Jones

Key words or phrases taken from their posting. Use their high priority ones.

First paragraph should be compelling and answer two question: Why them? Why you?

Called a T-letter because the white space looks like an upper-case T.
April 1, 2015

Widget Advisors

Reference: Summer Analyst Intern (#a100009)

Dear Recruiting Team:

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Sincerely,

Freda Jones
September 9th, 2018

Re: Bain & Company Associate Consultant Candidate

Dear Hiring Team,

Why Bain? My answer is: impact delivery. To have the ability to co-create the highest impacts through the amalgamation of tailored strategies and pragmatic implementation, are where my true interests lie.

I believe the following are key indicators that make me a strong Associate Consultant candidate at Bain:

- **Problems, Solved**
  
  “National sea freight’s deficits are growing, get me an action plan in a week” said my supervisor at the Central Bank. My discussions with economists led to one solution: endorse open registry. Instead, I adapted my approach to deregulation, which calls upon a more pragmatic outlook: domestic crews’ protection, tax breaks, eased up foreign investments amongst other incentives. Today, part of the policies has been implemented by the administration.

- **Impacts, Delivered**
  
  At Ernst & Young, I worked on a team with our clients to identify bottlenecks and interdependencies. Our solution? A tailored, one-stop data hub. Rapid prototyping and continuous User Assessments Trials reduced false positive rate by 80% and down interdepartmental data retrieval rate by 95%.

- **Status Quo, Questioned**
  
  Personally, my penchant for breaking the status quo fits best with Bain’s culture of innovation. As a Student Consultant at Ford, I strive to redefine the experience of “being stuck in a traffic” through rethinking the design and placement of each item, from seatbelt texture, the uncomfortable seats down to having a voice system that acts more like an intellectual friend than a machine.

- **Lives, Transformed**
  
  How do you help an impoverished child go to school? There are many ways, but I chose to help illiterate mothers save. Any cash held above their fixed expenses would be fully spent, so instead, they will choose for themselves how much to put in their savings account. Saving 40% of her income, my household assistant’s son is now able to go to school, sustainably and loan-free. 200+ others are now able to afford a small hawker, pay loans, or get a cow or two.

In addition to the professional opportunities, as Alan has emphasized, Bain’s strong mentorship culture and ability to create high net positive impact are, for me, its key differentiators. Moreover, I seek use my consulting skillsets I gained as a Bainee to redefine childhood development. To me, Bain has the right combination of professional and personal development to make a job both intellectually rewarding, and deeply satisfying.

I would be honored to have the opportunity to discuss both my personal interest and qualifications to join Bain with your further. Thank you very much for your time and I look forward to hearing from you soon.

Best regards,

[Signature]

Aaaaaa Nnnnn
September 9th, 2018

Re: Bain & Company Associate Consultant Candidate

Dear Hiring Team,

Why Bain? My answer is: impact delivery. To have the ability to co-create the highest impacts through the amalgamation of tailored strategies and pragmatic implementation, are where my true interests lie.

I believe the following are key indicators that make me a strong Associate Consultant candidate at Bain:

- **Problems, Solved**
  “National sea freight’s deficits are growing, get me an action plan in a week” said my supervisor at the Central Bank. My discussions with economists led to one solution: endorse open registry. Instead, I adapted my approach to deregulation, which calls upon a more pragmatic outlook: domestic crews’ protection, tax breaks, eased up foreign investments amongst other incentives. Today, part of the policies has been implemented by the administration.

- **Impacts, Delivered**
  At Ernst & Young, I worked on a team with our clients to identify bottlenecks and interdependencies. Our solution? A tailored, one-stop data hub. Rapid prototyping and continuous User Assessment Trials reduced false positive rate by 80% and down interdepartmental data retrieval rate by 95%.

- **Status Quo, Questioned**
  Personally, my penchant for breaking the status quo fits best with Bain’s culture of innovation. As a Student Consultant at Ford, I strive to redefine the experience of “being stuck in a traffic” through rethinking the design and placement of each item, from seatbelt texture, the uncomfortable seats down to having a voice system that acts more like an intellectual friend than a machine.

- **Lives, Transformed**
  How do you help an impoverished child go to school? There are many ways, but I chose to help illiterate mothers save. Any cash held above their fixed expenses would be fully spent, so instead, they will choose for themselves how much to put in their savings account. Saving 40% of her income, my household assistant’s son is now able to go to school, sustainably and loan-free. 200+ others are now able to afford a small hawker, pay loans, or get a cow or two.

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Best regards,

[Signature]

[Name]
And another piece of good news from me!

I interviewed with both BCG and Bain and all the partners and principals raved about my cover letter format.

They all thought the structure was super refreshing and it made things a lot easier on their eyes.