





Module II – Effective Communication

Topic 3: Cover Letter & CV Preparation

“ Introduction

- Whenever you are sending somebody your CV, you should also send them a covering letter, using the opportunity to highlight why you are a strong candidate for the job and to convey your knowledge, skills and enthusiasm.

“ Introduction

- Cover letters are a narrative complement to your resume.
- A brief one page document that helps expand on the experiences you showcased in your resume.
- Highlights your motivations in applying for the position and why you want to work with this specific organization.
- Showcases your personality and values.





Topic 3:

Cover Letter & CV Preparation

I- Purpose



PURPOSE OF A COVER LETTER

A compelling cover letter answers:
"Why you?" and **"Why them?"**

Why you?

- Focus their attention on your most relevant and compelling qualifications.
- What value will you bring to the organization?
(Not what you want or what you can gain.)



PURPOSE OF A COVER LETTER



Why them?

- Be sure to include a sentence to a full paragraph on why you want to work with this particular organization.

**Why Did You Choose
Our Company?**

indeed



PURPOSE OF A COVER LETTER



Talk about them!

-Be sure to match your tone to the organization, i.e. corporate banking tends to be more formal than marketing or nursing. (Don't confuse formal with professional. All letters should be written with a professional voice and focus. Do not use slang, abbreviations, or a casual tone.)

Cover letters that are just about you are dry and expected. To catch their attention, **MAKE A CONNECTION.**



Helpful Mindset for Cover Letter Writing

*Get in the right
frame of mind
with the 4 S's*





Helpful Mindset for Cover Letter Writing

*Get in the right frame of mind
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Sensitivity: Put yourself in the reader's shoes



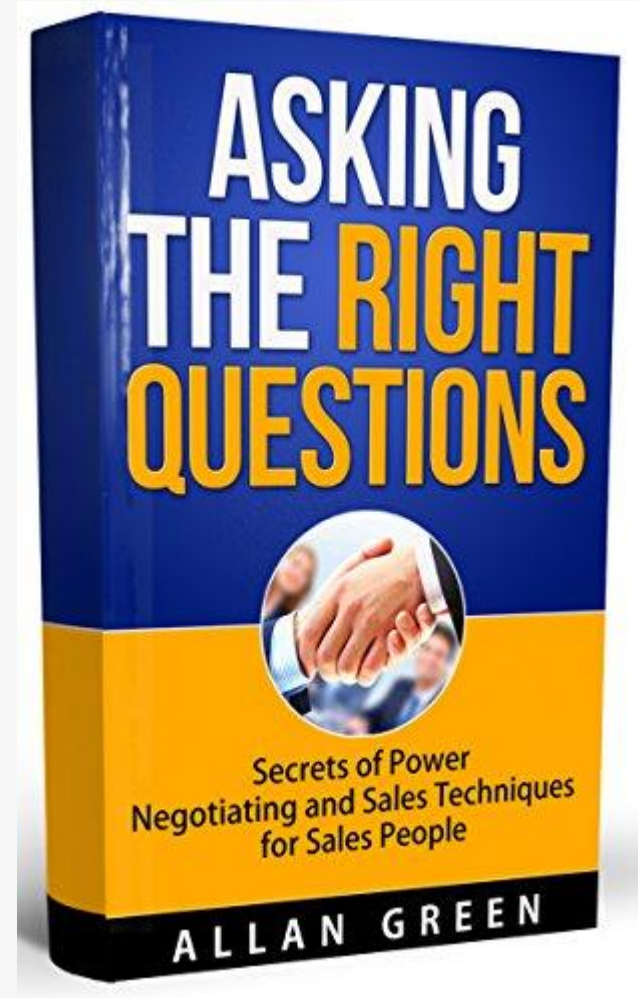


Helpful Mindset for Cover Letter Writing

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Strategy:

Ask the right questions—
Request what the reader can actually
give you.





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Sales:

Avoid “I want” and focus on “**What I can offer *you***”

This is subtle: your enthusiasm for the job is a selling point too, so a little “I want” is OK





Helpful Mindset for Cover Letter Writing

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Self-Confidence:

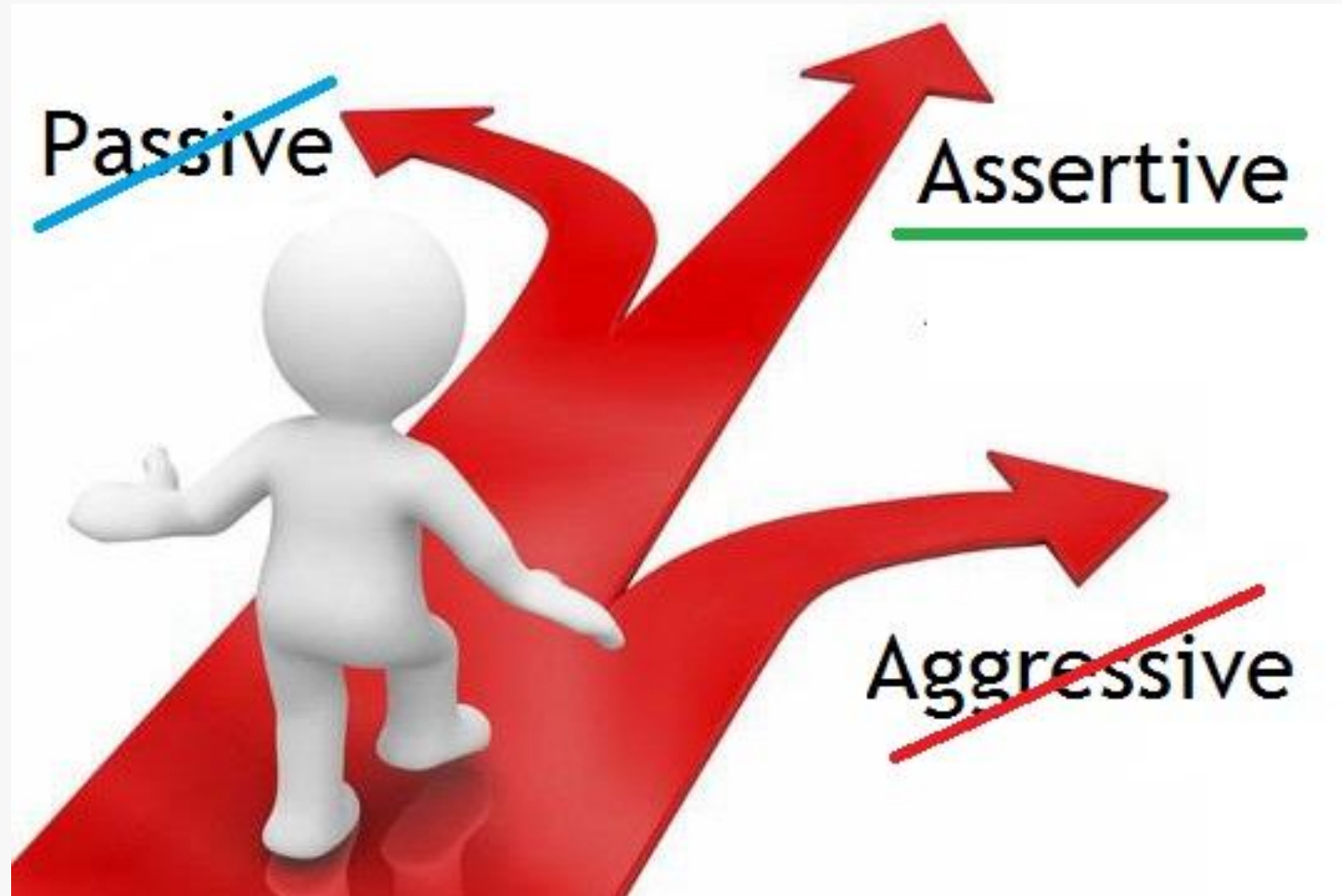
Be comfortable selling yourself.

Use concrete examples to avoid bragging!



Helpful Tips:

- **Be assertive** – the first 20 words are the most important



Helpful Tips:

- **Value to employer:**

Tell your story in relation to how you can be of value to the employer



Helpful Tips:

- Use **simple** and **direct** language and grammar





Helpful Tips:

- Let your letter **reflect your individuality**





Helpful Tips:

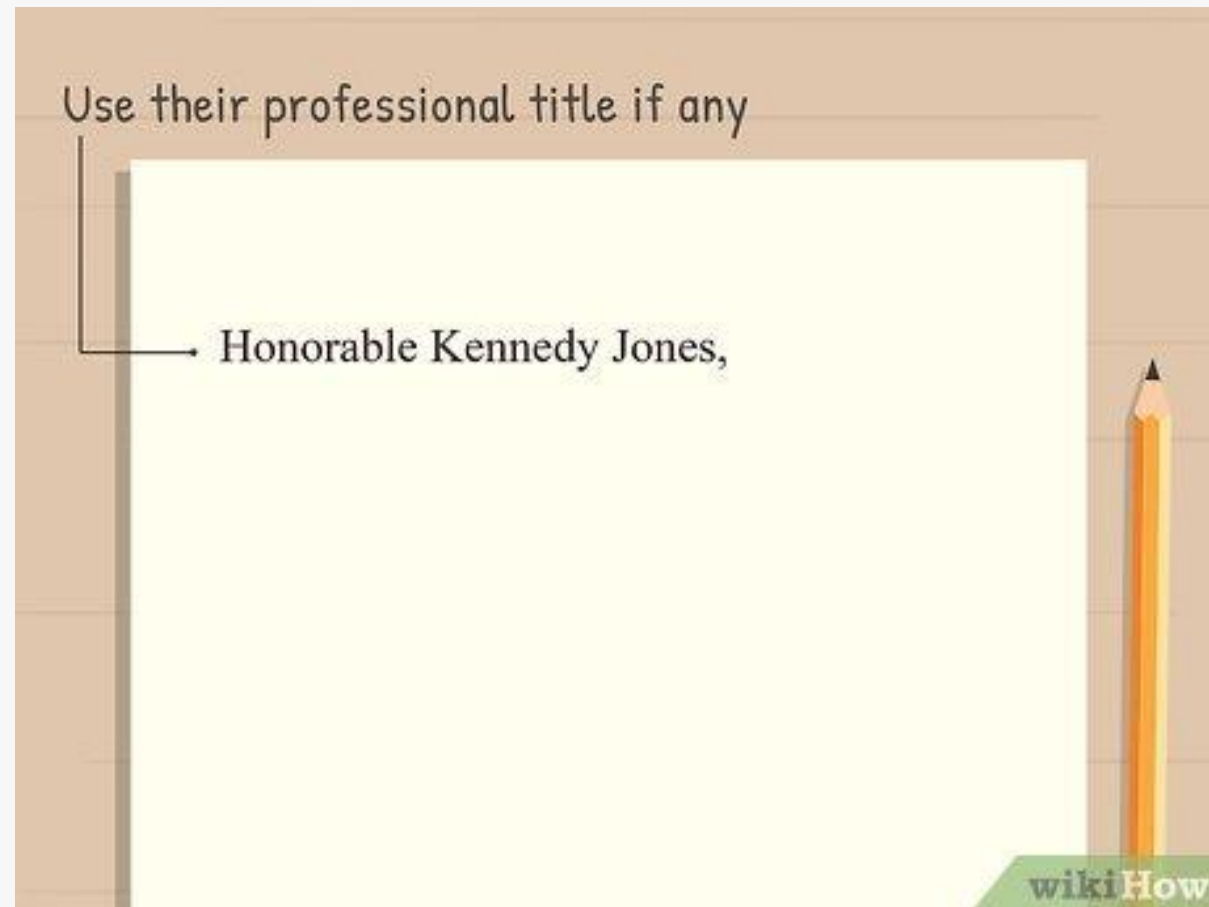
- Send it to someone by **name**





Helpful Tips:

- **Get it right** – spell recipient's name right





Helpful Tips:

- Be **friendly**, not pushy

1. **Use good manners.** Extending the typical courtesies will save you from coming across as pushy.

Begin with a greeting such as “Hello Edward,” “Good morning, Zoya,” or “Dear Max.”

When asking for action, always use “please”—even if you are the boss. “Please” does not make you a pushover or mean you are pleading. It says you are polite and professional.





Helpful Tips:

- Be **friendly**, not pushy

1. **Use good manners.**

Note: You do not need to repeat “Please” in a series of steps or requested actions.

Although “please” is polite, it can take the focus away from the necessary actions when repeated and can come across as mechanical rather than sincere.





Helpful Tips:

- Be **friendly**, not pushy

Accept the meeting invitation from Nicole Squire to go over the requirements. (Nicole will then write the job description for your approval.)

Determine the salary with advice from your compensation specialist.

[And so on.]



Helpful Tips:

- Be **friendly**, not pushy

Finish by expressing your appreciation.

Use more than a brief “Thanks” or “Thank you” to avoid sounding curt.

Examples:

- Thanks for your help with the project.
- We appreciate your cooperation.
- I will be grateful for your prompt response.





Helpful Tips:

- Be **friendly**, not pushy

2. Say enough that your readers will be able to understand your meaning and accept it.

Too often brevity comes across as bluntness in denials, directives, and other sensitive messages. It is important that you're giving your readers the "why" with reasonable detail. In the pairs of sentences below, notice how giving more information softens the message without diluting it.





Helpful Tips:

- Be **friendly**, not pushy

3. Share your feelings briefly if it will help you convey the message.

Sometimes you may struggle with communicating clearly and forcefully because you hate the message you have to convey. It might be to say no, repeat a request, or require action. Acknowledging your feelings can help both you and your reader.





Helpful Tips:

- **Target your letter –**
- **Tell your reasons for sending the letter!**
In this case for example, desiring an interview.





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Thank you