Strengths-Based Cover Letter

An often overlooked part of applying for any job is constructing a well-written cover letter. Whereas a resume is intended to highlight your education, experience, skills, and strengths, a cover letter should connect those qualities to the particular position you are applying for.

Begin this activity by searching the Internet for information regarding components of and suggestions for writing an effective cover letter.

Now, choose an occupation that you have an interest in and research the requirements of the position. Identify the qualities, skills, and experience that are required of someone in this field. Visit your campus’ career center or library in your search. You may also want to consult the Internet or find job announcements for similar positions in the newspaper or on employment Web sites.

Once you have a clear idea of what the position requires, imagine that you are applying for a position in this field. Write a cover letter to a potential employer that demonstrates why you are qualified for the position. Do not make up details regarding your experience. Instead, focus on your talents and strengths. How do they, coupled with the knowledge and skills you already possess, make you an attractive candidate for this position?
Facilitation Notes: Activity 4.7: Strengths-Based Cover Letter

Learning Outcome:

- Apply theme-specific strategies as a part of the career-exploration process.

Activity Description:

When it comes to applying for a job, many students first think of creating a resume. However, an often-overlooked part of applying for any job is constructing a well-written cover letter. Whereas a resume is intended to highlight an individual’s education, experience, skills, and strengths, a cover letter should connect those qualities to the particular position in which they are applying.

Ask students to investigate and identify the components of an effective cover letter.

Then, ask your students to compose a cover letter to a potential employer that demonstrates why they are qualified for the position. Instruct students not to make up details regarding their experience, rather, ask them to focus on their talents and strengths. They should make themselves look like an attractive candidate for the position, based upon their natural talents and acquired strengths.

Note: It is beneficial to provide students with instructions regarding cover letters and sample cover letters as they work on completing this assignment.