

# Yale *Office of Career Strategy*

## “Career Strategy Workbook: Rubrics and Worksheets”

Yale College

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## Welcome to the Office of Career Strategy at Yale's Workbook!

The following pages are filled with Rubrics and Worksheets to assist you career exploration and your job/internship search. Its purpose is to:

- guide you through the many resources in and opportunities through the Office of Career Strategy;
- help you maintain a running checklist of your career strategy progress;
- support you in understanding your values, interests, and skills, and translating those to networking and interviewing opportunities;
- provide a framework for meetings with Career Strategy advisors and your overarching job/internship search.

Start by saving this PDF to your desktop or (even better) a folder dedicated to your career exploration and your job/internship search, as you can come back and update it as needed. You can also print it out and keep a hard copy.

As you review each section, make notes to yourself about specific areas or questions you'd like to explore further with a Career Strategy advisor. Don't forget to make an appointment any time through [Yale Career Link](#).

Sincerely,

The Office of Career Strategy

55 Whitney Ave, 3<sup>rd</sup> Floor

1-203-432-0800

[careerstrategy@yale.edu](mailto:careerstrategy@yale.edu)

# Getting Started

### **Introductory: Where do I start? What industries are right for me? What can I do with my degree?**

Familiarize yourself with [Yale Career Link](#). Use the guidebook located in the Resources → Document Library section to get started.

Read through the **Values, Interests, and Skills** section of this workbook. Make a list of **3-5 interest** areas and how you can pursue them within an experience (e.g. internships, Study Abroad, short-term projects, Fellowships, on-campus jobs, Yale Summer Session). Additionally, familiarize yourself with the [Career Decision-Making Process](#).

Participate in [Designing Your Career @ Yale](#). All upcoming workshop dates and application information are listed on the OCS website.

Explore industries, internship and job search tools, using the [External Career Resources](#).

Craft your **first college resume**: [overall tips](#), [tips for Undergraduates](#) (including sample resumes and resume action verbs). Get it reviewed via our Online Resume Review: [ocs.resumereview@yale.edu](mailto:ocs.resumereview@yale.edu) (5-day turn around).

Check your online presence, remove unprofessional content, and [build your LinkedIn profile](#) (also see the **Building Your LinkedIn Profile** section in this workbook).

Like the [Office of Career Strategy Facebook page](#), and follow us on [Instagram](#).

Check out the OCS Podcast **"Take This Job and Love It"** available on iTunes with episodes focusing on numerous topic areas to demystify the job search process.

Read the [Office of Career Strategy Newsletter](#) every Friday.

With any student organization you are a part of, request an [OCS workshop](#). Also, attend relevant [employer events](#), including **information sessions**, and **networking/industry events** (sign up for upcoming events in Yale Career Link).

### **Intermediate: I know what I am interested in, but how do I identify employers? How do I create a professional network?**

Revise your college resume. Include your most recent summer and academic experiences (e.g. internships, study abroad, research, and new roles/responsibilities in your organizations). Get feedback on this new version using the online resume review service: [ocs.resumereview@yale.edu](mailto:ocs.resumereview@yale.edu).

Continue to [expand your LinkedIn profile](#), connect with classmates, professors, and administrators to grow your professional network, and join LinkedIn groups that align with your interests and background.

Sign up for panlists/listservs from [student organizations](#) that align with your interests as employers will come to campus as guest speakers through the invitations of student organizations. Also read the weekly [Office of Career Strategy Newsletter](#).

Reflect on, and reassess, your Values, Interests, and Skills. Which did you enjoy exercising this past summer/academic year? Create a list of the interests you would like to explore and the skills you would like to exercise next.

Deepen your knowledge of **key employers** within your various interest areas (healthcare, marketing, programming, etc.) by generating a target employer list of 10-15 organizations/companies that interest you most; also identify organization/company competitors to expand this list. Use the [Yale Career Link](#) employer directory, [External Career Resources](#), Peer Networking Lists, & other resources to craft this list. Find out if these employers will be visiting campus this year for info sessions/recruiting.

**Identify available positions at these organizations** through resources such as [Yale Career Link](#), [Indeed.com](#), and employers' hiring pages.

Schedule your **weekly internship search time** (e.g. Fridays, 10-12; Saturdays 1-3) and mark it on your calendar. Keep track of employers, links to hiring pages, employer contact information and submitted applications in an excel spreadsheet (see the **Job Search Tracking** section).

Use your existing **personal network** (peers, family, etc.) to identify individuals who currently or formerly worked in any of your interest areas or at your key employers for an [informational interview](#). Reach out to them to learn more about these organizations, how they obtained positions within these organizations, and any advice they have on the process.

Continue to read the OCS Newsletter and attend relevant OCS workshops, information sessions, and networking/industry events (see upcoming events in your Symplicity account).

### **Advanced: I'm looking to expand my existing professional network and begin applying to positions!**

Using **industry-wide resources** (such as GoinGlobal and Vault) and **industry-specific resources** via [External Career Resources](#). Keep in mind the differences between job function and industry. For example, students interested in computer programming (job function) might be interested in working in Technology, Finance, or Education (industry).

Create and use a **job alert** in [Yale Career Link](#), and at least 2 other job search sites (e.g. Idealist.org, Indeed.com).

Update your target employer list, identifying an additional 10-15 organizations/companies that interest you most; also identify organization/company competitors to expand list.

Identify 5 contacts to conduct [informational interviews](#) with using Office of Career Strategy and Yale-specific resources: [Yale Career Link](#) (Employer Directory, Peer Networking Lists) and the [Yale Career Network](#). Expand list by 5-10 each month.

Using Excel, **keep track of your informational interviews** by including details on your contacts and organizations: names and contact information (phone, email), date of conversation, interesting points from conversation, establish date for follow up, and also list your skills/experiences that align with the organization for your own reference.

Sign up to receive notifications/newsletters from employers that interest you. Follow them on social media.

Familiarize yourself with different [interview types](#) (behavioral, case/technical, Skype, and in person).

Continue to read the [OCS Newsletter](#) and attend relevant [OCS workshops](#) and [employer events](#) (information sessions and networking/industry events). See upcoming events in Yale Career Link!

**Values**

What did I like most or least about the past experiences (e.g. part-time jobs, volunteer work, student organization positions) that I have had?

What makes my life and work meaningful and purposeful?

Where have I found inspiration in the past?

Whose work do I admire? Why?

**Interests**

Which classes am I most interested in engaging with?

What are the common themes in the clubs/organizations I am a part of?

When I'm surfing the web, talking with my friends, or selecting books to read for pleasure, which topics catch my attention?

Which types of news stories cause me to ask more questions based on my intellectual curiosity?

**Skills**

Which courses do I have a natural knack for understanding the material?

Where have I found success that speaks to my authentic self?

What do my friends/family members say I do well?

**Your Top 5 Values, Interests, and Skills**

*In addition to the items listed, feel free to input additional values, interests, and skills not listed on the next page.*

**Values**

Advancement/Achievement  
 Adventure and Taking Risks  
 Autonomy  
 Community  
 Creative Expression  
 Diversity  
 Environmental Conservation and Sustainability  
 Family  
 Helping Others  
 Honesty and Integrity  
 Influencing Others  
 Leadership  
 Learning and Education  
 Making a Difference  
 Moral Fulfillment  
 Power  
 Money  
 Partnering with Others  
 Personal/Professional Life Balance  
 Prestige  
 Service to Others  
 Social Interaction  
 Traveling and Cultural Exchange of Ideas  
 Variety of Tasks  
 Working Alone

**Interests**

Advising Others  
 Business-related endeavors  
 Community Service  
 Creative Production  
 Cultural Experiences  
 Developing Interpersonal Relationships  
 Entrepreneurship  
 Environmental Conservation/Sustainability  
 Event Management  
 Fashion/Magazines  
 Healthy Living  
 Law and Legal Practices  
 Literature  
 Media Participation  
 Musical Performance  
 Organizing and Planning  
 Political Participation  
 Programming  
 Project Management  
 Research  
 Role Playing  
 Science  
 Sports  
 Teaching  
 Writing and Editing

**Skills****Analytical & Technical**

Budgeting & managing finances  
 Quantitative  
 Synthesizing  
 Interpreting data  
 Assembling  
 Mechanical abilities  
 Programming  
 Researching  
 Reasoning  
 Repairing  
 Analyzing

**Communication/Interpersonal**

Advising  
 Providing constructive feedback  
 Editing  
 Persuasive Speaking  
 Interpersonal communication

Public Speaking  
 Explaining concepts  
 Facilitating discussions  
 Languages/translating  
 Negotiating  
 Listening  
 Mediating  
 Writing  
 Teaching/training  
 Coaching

**Managerial/Leadership**

Directing  
 Making decisions  
 Delegating  
 Influencing  
 Dealing with Pressure  
 Comfort with ambiguity  
 Strategizing  
 Mentoring

Team building  
 Motivating others  
 Problem solving  
 Adapting to change

**Planning/Administrative**

Coordinating and arranging events  
 Planning and organizing  
 Implementing  
 Expediting  
 Improvising

**Creative/Design**

Photography  
 Performing  
 Drawing/Sketching  
 Visualizing  
 Conceptualizing  
 Designing

Values:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Interests:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Skills:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Taking Note – an additional exercise to focus in on your values, interests, and skills:**

List relevant companies, volunteerism, recognition/awards that distinguish you

List relevant projects and their results

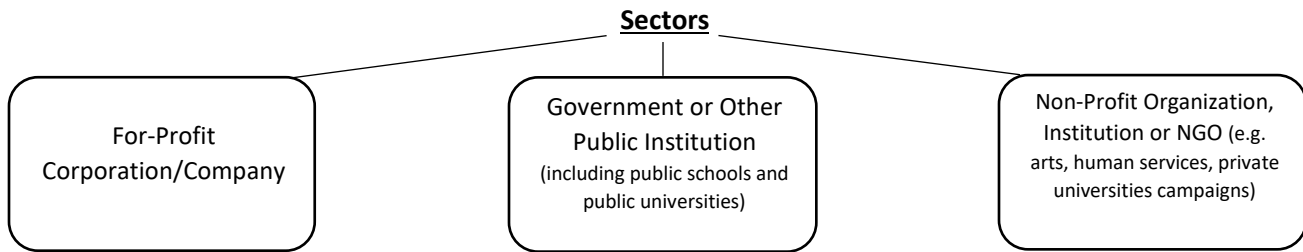
“I really enjoy working in...” (Industries, team characteristics, etc.)

“I have focused on...” (Skills, capabilities, strengths, etc.)

“I am interested in...” (Increasing expertise, expanding network, etc.)

## **Connecting Your Values, Interests, and Skills to Sectors and Industries**

Explain/define different sectors, industries, and job functions. Connect your values/interests/skills – how would these suit you well in these sections/industries/functions.



### **Industries**

Architecture/Design/Urban Planning  
 Communications/Marketing/Advertising/PR  
 Community Organizations Advocacy/Social Services  
 Consulting  
 Consumer Products/Retail  
 Education (including University research positions)  
 Energy/Oil and Gas/Power  
 Engineering  
 Entertainment/Film/Television  
 Environment  
 Finance/Insurance/Real Estate  
 Fine & Visual Arts  
 Food Systems  
 Foundations  
 Government (including local, state, federal, and military service)  
 Healthcare/Medical/Pharmaceutical  
 Hospitality  
 Industrial/Manufacturing  
 International Development  
 Law/Legal Services  
 Political Campaigns  
 Professional Sports  
 Publishing/Media/Journalism  
 Religious Institution  
 Social Enterprise/Economic Development  
 Technology  
 Theatre & Performing Arts  
 Think Tank

### **Job Functions**

Accounting/Auditing  
 Administrative/Support Services  
 Advertising/Public Relations  
 Architecture  
 Broadcasting  
 Business Development  
 Consulting  
 Engineering  
 Film Production  
 Finance  
 Fundraising/Development  
 Graphic Design  
 Health Services/Healthcare  
 Human Resources/Recruiting  
 IT Technical Support  
 Laboratory Research  
 Law  
 Library Science  
 Marketing/Product Management  
 Ministry  
 Operations/General Management  
 Outdoor Education  
 Performance – Dance/Music/Theater  
 Programming/Software Development  
 Project Management  
 Sales  
 Sustainability/Social Responsibility  
 Teaching/Curriculum Development  
 Writing/Editing

### **Next Steps: Identify and Research Options**

Note below the top three sectors, industries, or job functions that you would like to learn more about. Consider ways to gain knowledge and connect with people experienced in the field, including conducting online research, informational interviews, and job shadowing. Consult with an OCS advisor to discuss additional resources for career exploration.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_



## Take Action!

There are several opportunities for students to explore different industries and job functions.

- ❖ **Talk to people:** Find alums using the Yale Career Network; Conduct Informational Interviews; Ask peers how they're engaging – any contacts to share?
- ❖ **Do the tasks:** Participate in a Yale Trek (job shadowing program); Volunteer at an organization that will expose you to job functions/industries that interest you at this point; Apply for internships
- ❖ **Don't miss out on what's right in front of you:** Conduct research on campus; Design and problem-solve at the CEID (Center for Engineering Innovation and Design); Join clubs/organizations
- ❖ **Beyond campus:** Study/Research Abroad – there are some nationally-competitive award programs that may help get you to where you need to go; Apply for fellowships that will support experiences related to your career interests

Which three actions will you take first?

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

## Reevaluate After Experience

What is your initial reaction to the career field after your interview/shadowing experience?

What appealed to you about the field? What didn't appeal to you? List the pros and cons.

Did any information surprise you? Did you learn something about the field that you didn't know before? Does this new knowledge impact your opinion of the career field?

What skills, knowledge or experience will you need to be competitive for entry in this field? Are you interested enough in the field to develop these skills or knowledge?

Are you willing to put in the necessary effort to be successful and advance in the career? Is your interest sustainable or fleeting?

Consider what you learned about yourself through the self-assessment process, your interests, skills, personality and values. Are there aspects of the career that fit better than others?

Do you think you would be satisfied in this field or position? Why or why not?

How much adapting will be necessary for you to be satisfied in this career area? No career is going to be a 100% perfect match; with all careers there are aspects that aren't going to be exactly what you want, but is the percentage of less desirable components at an acceptable level or will it impact your long-term satisfaction?

This rubric serves as a guide to the elements regarded as common and essential to a successful resumé; OCS offers [further guidelines](#) and [examples](#). If you have other questions regarding your resume, please attend [Drop-in Hours](#).

Feedback Category	General Recommendations	My Notes
<b>Formatting and Layout</b>	<ul style="list-style-type: none"> <li>• Font size between 10-12 points</li> <li>• Standard, easy-to-read font (e.g. Times New Roman, Helvetica, Garamond) and layout (remember that the average reader spends only 20 seconds on your resume)</li> <li>• Margins no smaller than 0.5inch</li> <li>• Resume to fit on one page</li> <li>• Black and white unless you are sure the prospective employer has a color printer</li> <li>• Bold, italics, bullets to be used <i>in moderation</i></li> <li>• Be consistent with: font size, underlining, spacing, indents, emboldening, date formatting, spelling</li> <li>• Check spelling and grammar; avoid contractions, abbreviations, and slang. Do not use pronouns.</li> <li>• Use reverse chronological order</li> <li>• Send as a PDF where possible to ensure that your formatting does not shift; check that your resume looks acceptable on small tablet and phone screens</li> </ul>	
<b>Contact Information</b>	<ul style="list-style-type: none"> <li>• Make sure your information is accurate/up-to-date and that your name is prominent</li> <li>• Give all contact information: phone, Yale email address, Yale postal address (consider using both Yale and permanent addresses if the job for which you are applying is in your home state)</li> <li>• Do not provide personal information, e.g., age, marital status, religion</li> </ul>	
<b>Education</b>	<ul style="list-style-type: none"> <li>• For recent grads, this will be the first section of your resume; list your Yale degree first and your high school education second. If you have studied abroad, you may also list that in this section</li> <li>• Include the degree you are pursuing, your major, and anticipated graduation date. If unsure of your major, you may simply state your degree and anticipated graduation date (i.e., Bachelor of Arts, expected May 2014)</li> <li>• You may choose to list your senior thesis or project, 'Relevant Coursework' if you have classes related to the job for which you're applying, and/or select 'Honors and Awards'</li> <li>• Include GPA if 3.5 or higher (note that some companies will request that you include it)</li> </ul>	

Feedback Category	General Recommendations	My Notes
<p><b>Experience—</b></p> <p><b>Consider the following subheadings:</b></p> <ol style="list-style-type: none"> <li><b>1. Work Experience</b></li> <li><b>2. Research Experience</b></li> <li><b>3. Activities and Leadership</b></li> </ol>	<ul style="list-style-type: none"> <li>• You can include general experience and activity headings (e.g. ‘Work Experience’) or targeted headings that are specific to the jobs for which you’re applying (e.g. Journalism Experience; Research Experience in Biology; Community Involvement &amp; Mentoring)</li> <li>• In the descriptions under each work experience, highlight the skills you attained, the duties you fulfilled, and your results (quantify these when possible)</li> <li>• Start descriptions with action verbs that highlight your transferrable skills; when possible, those skills should align with those listed in the job description</li> <li>• If you are using bullets, each work experience should include no more than 3-4 bullets; the length of each bulleted sentence should be no more than 1-2 lines</li> <li>• For experiences that happened in the past, use the past tense (e.g. conducted or developed)</li> <li>• For experiences that are happening in the present, use present simple tense (e.g. create) – <b>do not</b> use present continuous tense (e.g. creating)</li> <li>• When possible, avoid using jargon unless the jargon is relevant to the position</li> <li>• Think carefully about the amount of detail you give — make sure to avoid excessive information</li> <li>• ‘Work Experience’ does not have to be paid experience</li> </ul>	
<p><b>Languages and Skills</b></p>	<ul style="list-style-type: none"> <li>• Licenses and certifications</li> <li>• Languages – put your level of fluency (e.g. proficient, advanced, fluent, native)</li> <li>• Programming Languages &amp; Computer Skills - Include specific software you’ve used (e.g. statistical analysis software, communications/media software, video editing)</li> <li>• Activities that are meaningful and required significant commitment</li> <li>• Personal Interests – Consider listing specific interests that could be great conversation starters during an interview and/or show additional qualifications for the position for which you’re applying (e.g. investing, yoga, photography, cooking)</li> </ul>	

**Communication Skills**

Addressed  
Advertising  
Amplified  
Arranged  
Authored  
Bridged  
Broadened  
Canvassed  
Cautioned  
Challenged  
Clarified  
Collaborated  
Composed  
Considered  
Consulted  
Contacted  
Conveyed  
Convinced  
Counseled  
Corresponded  
Defined  
Directed  
Discussed  
Drafted  
Edited  
Enlisted  
Explained  
Expressed  
Framed  
Forged  
Formulated  
Incorporated  
Influenced  
Informed  
Interacted  
Involved  
Marketed  
Mediated  
Negotiated  
Observed  
Outlined  
Presented  
Promoted  
Proposed  
Publicized  
Questioned  
Recruited  
Reviewed  
Scrutinized  
Solicited  
Spoke  
Summarized  
Synthesized  
Wrote

**Creative Skills**

Accentuated  
Acted  
Adapted  
Articulated  
Combined  
Composed  
Customized  
Described  
Diagramed  
Displayed  
Designed  
Developed  
Directed  
Drew  
Entertained  
Established  
Exhibited  
Fashioned  
Formulated  
Founded  
Generated  
Illustrated  
Initiated  
Instituted  
Integrated  
Introduced  
Invented  
Modeled  
Modified  
Originated  
Performed  
Photographed  
Pioneered  
Planned  
Played  
Recorded  
Remodeled  
Revamped  
Revised  
Shaped  
Solved

**Financial Skills**

Administered  
Adjusted  
Allocated  
Analyzed  
Appraised  
Assessed  
Audited  
Balanced  
Bought  
Budgeted  
Calculated

Capitalized  
Closed  
Computed  
Corrected  
Determined  
Estimated  
Managed  
Marketed  
Measured  
Planned  
Prepared  
Programmed  
Projected  
Reconciled  
Reduced  
Researched  
Sold  
Solicited

**Helping Skills**

Accompanied  
Adapted  
Adjusted  
Advised  
Advocated  
Aided  
Amended  
Applied  
Arranged  
Assessed  
Assisted  
Attended  
Coached  
Collaborated  
Contributed  
Cooperated  
Counseled  
Demonstrated  
Diagnosed  
Educated  
Enabled  
Encouraged  
Ensured  
Expedited  
Facilitated  
Familiarized  
Furthered  
Guided  
Helped  
Partnered  
Prepared  
Prevented  
Provided  
Referred  
Rehabilitated

Represented  
Resolved  
Served  
Simplified  
Staffed  
Supplied  
Supported  
Volunteered

**Management Skills**

Achieved  
Acquired  
Administered  
Analyzed  
Anticipated  
Appointed  
Approved  
Assigned  
Authorized  
Awarded  
Blocked  
Certified  
Chaired  
Changed  
Chartered  
Contracted  
Controlled  
Converted  
Coordinated  
Decided  
Decreased  
Delegated  
Designated  
Developed  
Eliminated  
Enforced  
Enhanced  
Established  
Executed  
Expanded  
Finalized  
Generated  
Handled  
Headed  
Hired  
Hosted  
Incorporated  
Increased  
Initiated  
Instituted  
Led  
Managed  
Merged  
Navigated  
Organized

Originated  
Overhauled  
Oversaw  
Planned  
Plotted  
Predicted  
Presided  
Prioritized  
Produced  
Qualified  
Recommended  
Recognized  
Reviewed  
Scheduled  
Secured  
Selected  
Streamlined  
Stimulated  
Strengthened  
Supervised  
Terminated

**Organizational Skills**

Administered  
Adopted  
Advanced  
Allotted  
Arranged  
Assessed  
Blended  
Catalogued  
Categorized  
Centralized  
Classified  
Collected  
Compiled  
Consolidated  
Corrected  
Corresponded  
Distributed  
Earned  
Executed  
Filed  
Forged  
Formalized  
Generated  
Inspected  
Lobbied  
Maintained  
Mapped  
Monitored  
Operated  
Organized  
Prepared  
Processed

Proved  
 Purchased  
 Recorded  
 Registered  
 Reorganized  
 Responded  
 Reviewed  
 Settled  
 Scheduled  
 Screened  
 Sought  
 Submitted  
 Supplied  
 Standardized  
 Systemized  
 Targeted  
 Updated  
 Verified

### **Research Skills**

Analyzed  
 Cited  
 Classified  
 Co-authored  
 Collected  
 Compiled  
 Conducted  
 Critiqued  
 Detected  
 Diagnosed  
 Discovered  
 Dissected  
 Evaluated  
 Examined  
 Executed  
 Experimented  
 Explored  
 Formulated  
 Gathered  
 Innovated  
 Inspected  
 Invented  
 Investigated  
 Located  
 Measured  
 Researched  
 Reviewed  
 Solved  
 Studied  
 Summarized  
 Surveyed  
 Systemized  
 Tested

### **Teaching Skills**

Adapted  
 Advised  
 Coached  
 Communicated  
 Conducted  
 Coordinated  
 Critiqued  
 Cultivated  
 Developed  
 Devoted  
 Evaluated  
 Explained  
 Facilitated  
 Focused  
 Fostered  
 Graded  
 Guided  
 Individualized  
 Informed  
 Inspired  
 Instilled  
 Instructed  
 Interacted  
 Mentored  
 Motivated  
 Persuaded  
 Simulated  
 Taught  
 Tested  
 Trained  
 Translated  
 Transmitted  
 Tutored

### **Technical Skills (Applied)**

Assembled  
 Built  
 Conserved  
 Constructed  
 Converted  
 Designed  
 Determined  
 Developed  
 Engineered  
 Enhanced  
 Fabricated  
 Implemented  
 Improved  
 Inspected  
 Installed  
 Overhauled  
 Programmed

Regulated  
 Remodel  
 Repaired  
 Restored  
 Serviced  
 Specialized  
 Specified  
 Standardized  
 Studied  
 Upgraded  
 Utilized

Review each section in this list of sample resume action verbs. Circle 5 in each section that you can use in your resume. Update your resume by incorporating stronger verbs that describe your work and accomplishments and send it to

[ocs.resumereview@yale.edu](mailto:ocs.resumereview@yale.edu).

## Cover Letter Evaluation Rubric

This rubric serves as a guide to the elements regarded as common and essential to a successful cover letter; OCS offers [further guidelines](#) and [examples](#). If you have other questions regarding your cover letter, please attend [Drop-in Hours](#). You can also send your cover letter to [ocs.resumereview@yale.edu](mailto:ocs.resumereview@yale.edu) in PDF format.

Feedback Category	General Recommendations	My Notes
<b>Formatting and Layout</b>	<ul style="list-style-type: none"> <li>• Font size between 10-12 points</li> <li>• Standard, easy-to-read font (e.g. Times New Roman, Helvetica, Garamond)</li> <li>• Margins no smaller than 1 inch</li> <li>• Cover letter to fit on one page <b>maximum</b></li> <li>• Check spelling and grammar; avoid contractions, abbreviations, and slang.</li> <li>• Send as a PDF where possible to ensure that your formatting does not shift; check that your cover letter looks acceptable on small tablet and phone screens</li> <li>• Include your contact information: phone number, email, and postal address (to save space, use the same header on your cover letter that you use on the top of your resume)</li> <li>• Include the date on which you are sending the cover letter</li> <li>• Include specific recipient salutation when available (if you cannot find specific information, use 'Dear Hiring Manager')</li> </ul>	
<b>Introduction</b>  <b>Goal: Engage the reader to make them want to learn more about you and your background</b>	<ul style="list-style-type: none"> <li>• Clearly state who you are (your current year at Yale, what you are studying) and why you are writing</li> <li>• Briefly address why you are interested in this position/opportunity – why this company/industry, what is relevant/intriguing to you, personal connections or company research you have done</li> <li>• End your introduction with a short 'thesis statement' of 1-2 sentences that highlight the related skills that will enable you to contribute to this position (e.g. My experience conducting statistical analysis combined with my ability to take an initiative make me a strong fit for this position)</li> </ul>	

Feedback Category	General Recommendations	My Notes
<p><b>Body (2-3 paragraphs)</b></p> <p><b>Goal:</b></p> <ul style="list-style-type: none"> <li>• <b>Make the case for why you are a good fit for the role.</b></li> <li>• <b>Highlight what value you bring to the role.</b></li> <li>• <b>Match your skills to those required by the role</b></li> </ul>	<ul style="list-style-type: none"> <li>• Draw connections between the job/internship requirements and your own skills/experiences using key words from the job/internship description (remember, an employer is trying to match the skills they need with the skills you have)</li> <li>• Start each supporting paragraph with a topic sentence that highlights a skill that you have that relates to the position for which you are applying; use the rest of the paragraph showcasing examples of that skill</li> <li>• Where possible, make a connection between the skill you have and how you will use it to accomplish what is required for the position</li> <li>• Overall, do not simply restate your resume; use the cover letter to expand on the experiences outlined on your resume and help your prospective employer make sense of your skills and career interests.</li> </ul>	
<p><b>Closing</b></p> <p><b>Goal: Restate your interest and propose next steps</b></p>	<ul style="list-style-type: none"> <li>• Reiterate (<b>without repeating</b>) why you are so interested in the role</li> <li>• Emphasize again (<b>without repeating</b>) the skills that make you a strong candidate for this role and what YOU can do for THEM</li> <li>• Propose next steps (e.g. offer any other materials, looking forward to speaking with the recruiter)</li> </ul>	

LinkedIn is the premier professional networking site and is a tool for establishing a professional online image and network. Follow these steps to learn how to develop your LinkedIn Profile and [learn more on the OCS website](#).

### Set Up Your Profile

- **Professional “Headline”:** After your name, this is the first line viewers will see. Try to go beyond simply putting “student” in your headline.
  - Examples: Marketing Intern at Teach for America/ Yale University Senior/Graduate Student; Yale University Senior Seeking Digital Advertising Positions; Aspiring Screenwriter and Junior at Yale University; Junior Environmental Studies Major at Yale University
- **Photo:** This is the first image a viewer will have of you. Be mindful of the image you want to project and be sure that it is appropriate for the audience who will be viewing it.
- **LinkedIn URL:** Claim your personalized URL.
- **Summary:** Use this section to highlight your key work experience and accomplishments.
- **Experience:** This should include experiences that are relevant to your career goals. You can include activities and leadership roles in this section. Give a brief description of your position, the dates you worked, and the name of the organization at which you worked (similar to what you have on your resume).
- **Education:** Include, in reverse chronological order, Yale and any other schools or programs.
- **Additional Sections & Information:** You can choose to add additional sections to your profile or incorporate this information in your education, experience of summary sections:
  - **Sample Additional Sections:** Languages, volunteer experiences, courses, certifications, publications, honors & awards, personal website, groups and associations, interests, skills and expertise
  - **Applications:** LinkedIn Applications enable you to enrich your profile. Available applications include Creative Portfolio Display, Blog Link, WordPress, Company Buzz

### Join Groups

Join as many LinkedIn groups as are of interest to you. You will be included in periodic emails from these groups and be able to ask questions of and reply to questions of others in the group.

- **Sample Yale & Ivy Groups:** STAY, Yale University Alumni, Association of Yale Alumni, Yale Office of Career Strategy, IvyLife Groups, Ivy League Alumni, Creative Yale Alumni Network
- **Industry & Interest Groups:** There are groups for every industry and interest area. Use the Search tool to identify ones that fit your interests.

### Populate Your Profile with Connections

The bigger your network, the easier it will be to connect to others in a broad variety of fields and locations. Start by searching for people you already know in the Advanced Search section and sending them an invitation to connect. Make sure to customize your invitation. Potential people to include in your network are: friends, relatives, high school and college classmates, Yale classmates, current and former professors or teachers, co-workers, and supervisors.

It’s best to connect only with people you know and/or have met in person. Most people won’t accept an invitation to connect from someone they’ve never met. LinkedIn can be used in the same way as the Yale Career Network to build your network and develop contacts with people in career fields of interest. Use the Advanced Search tool to find people and ask for an information interview to learn more about them and their career path. After you’ve had a chance to get to know them you can ask to connect. Online networking is a supplement (not a replacement) to in-person relationship building.



Develop Your LinkedIn Summary

Summarize your experiences and goals. Who are you, what direction are you going? Include specialties and skill. Keep it concise, specific, and rich with keywords.

*Template 1*

I have dedicated my undergraduate/graduate studies to \_\_\_\_\_ with a focus on \_\_\_\_\_. In studying \_\_\_\_\_ as well as taking a range of \_\_\_\_\_ and \_\_\_\_\_ classes, I have been able to develop my \_\_\_\_\_ and \_\_\_\_\_ skills. Courses outside my major have allowing me to explore other interests in \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. I am looking for opportunities in \_\_\_\_\_ that will allow me to combine my strengths/background in \_\_\_\_\_ and \_\_\_\_\_.

*Template 2*

I am a \_\_\_\_\_ at Yale University majoring/specializing in \_\_\_\_\_ and particularly interested in \_\_\_\_\_. I have experience working in/with/for \_\_\_\_\_ and \_\_\_\_\_, as well as \_\_\_\_\_. I am looking for opportunities to apply my strengths in \_\_\_\_\_ and \_\_\_\_\_ to \_\_\_\_\_.

*Template 3*

I have devoted my studies to \_\_\_\_\_ and am seeking employment in the following areas: \_\_\_\_\_ and \_\_\_\_\_. My work as a \_\_\_\_\_ and \_\_\_\_\_ complemented my academic coursework and Yale University and allowed me to develop an in-depth understanding of \_\_\_\_\_. I am excited to apply my strengths in \_\_\_\_\_ and \_\_\_\_\_ to the field of \_\_\_\_\_.

# Job/Internship Search & Networking

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Use this guide to help you keep track of the details of your job search, including companies of interest, job applications, and networking conversations (students often use Excel or Word tables to do this).

## COMPANIES OF INTEREST

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Explore and generate a list of companies at which you would be interested in working. For each company, consider including the following pieces of information:

- Company name
- What they do
- What differentiates the company from others in their field
- Why you are particularly excited about this company
- If you apply to a job, what skills would you emphasize?
- The company's hiring timeline
- What, if any, networking contacts do you have at this company? If you had a conversation with them, what did you talk about?

## JOB APPLICATIONS

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Generate a list of jobs for which you are planning to apply. For each job, consider including the following pieces of information:

- Company name
- Position title
- Main skills required for the job
- Deadline to apply and materials needed
- Date you applied
- When you expect to hear back
- Any network contacts you have and details of conversations you may have had

## NETWORKING CONTACTS

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Using things like the Yale Career Network, LinkedIn, and Office of Career Strategy information sessions, create a list of networking contacts at companies you are particularly interested in. For each person, consider including the following pieces of information:

- Name (include both full name and preferred name)
- Company
- Position Title
- How did you find this person (e.g. LinkedIn, they spoke at a Yale information session)?
- If you had an informational interview with the person, what did you talk about? What are some highlights of the conversation?
- What tips, if any, did they give you regarding your application to this company?
- Did you send a thank you to them following your conversation? Did you include any materials they asked you to send them?

**Part I – Opening:** I’m a [class year] at Yale studying [major] with a particular interest in [X industry]

**Part II – Motivational Story:** Tell a *short story* about *why* you first became interested in this area of work. Begin with a phrase like, “I first became interested in this industry when...” Remember that a story includes a protagonist who faces a challenge/new situation and makes a choice that results in an outcome.

**Part III – Relevant Academic Work:** *What* classes or academic projects did you do while at Yale that helped you build your knowledge and skills for this industry? Mention your senior thesis if it’s related.

**Part IV – Supporting Experiences:** What two *supporting experiences* have helped you further develop your skills that would be useful for this job? Consider items such as internships, research experiences, student leadership positions, sports team participation, working for the Yale Daily News, and other student employment.

**Part V – Closing:** Taken together, write one sentence that conveys how your story, academic background, and supporting experiences would make you a *good fit for a job* with a particular company OR something about that company that is particularly *exciting to you* along with a *series of questions* that you might ask an employer.

The National Association of Colleges and Employers have identified seven core competencies students need to transition successfully into the workplace. Below are the [seven competencies as listed here](#). *Use these as guidance when preparing for interviews or networking situations. This is also a way in which you can articulate your transferrable skills when your major doesn't seemingly match your career aspirations.* In the text box following each competency, identify 2-3 specific ways in which you've demonstrated the skill(s).

1. **Critical Thinking/Problem Solving:** Exercise sound reasoning to analyze issues, make decisions, and overcome problems. The individual is able to obtain, interpret, and use knowledge, facts, and data in this process, and may demonstrate originality and inventiveness.

2. **Oral/Written Communications:** Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization. The individual has public speaking skills; is able to express ideas to others; and can write/edit memos, letters, and complex technical reports clearly and effectively.

3. **Teamwork/Collaboration:** Build collaborative relationships with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints. The individual is able to work within a team structure, and can negotiate and manage conflict.

4. **Information Technology Application:** Select and use appropriate technology to accomplish a given task. The individual is also able to apply computing skills to solve problems.

5. **Leadership:** Leverage the strengths of others to achieve common goals, and use interpersonal skills to coach and develop others. The individual is able to assess and manage his/her emotions and those of others; use empathetic skills to guide and motivate; and organize, prioritize, and delegate work.

6. **Professionalism/Work Ethic:** Demonstrate personal accountability and effective work habits, e.g., punctuality, working productively with others, and time workload management, and understand the impact of non-verbal communication on professional work image. The individual demonstrates integrity and ethical behavior, acts responsibly with the interests of the larger community in mind, and is able to learn from his/her mistakes.

7. **Career Management:** Identify and articulate one's skills, strengths, knowledge, and experiences relevant to the position desired and career goals, and identify areas necessary for professional growth. The individual is able to navigate and explore job options, understands and can take the steps necessary to pursue opportunities, and understands how to self-advocate for opportunities in the workplace.

# Interview Preparation

## Accomplishment Stories

Complete this grid by highlighting examples of situations in which you developed and utilized certain skills. Along the top, list key experiences where you gained a variety of skills (e.g. internships, academic projects, leadership positions). Down the side, list common skills needed in the workplace (e.g. communication, teamwork, analytical abilities, problem-solving); note that these can be pulled directly from job descriptions. In the body of the grid, highlight examples where you developed/exemplified these skills (e.g. experience managing a team in your student organization). These examples can be developed into accomplishment stories following the STAR method (**S**ituation, **T**ask, **A**ction and **R**esult) – see second page for details.

	Experience #1	Experience #2	Experience #3	Experience #4	Experience #5
Skill #1					
Skill #2					
Skill #3					
Skill #4					
Skill #5					
Skill #6					
Skill #7					
Skill #8					

Take the examples you highlighted in the grid and develop them into accomplishment stories using the STAR method (**S**ituation, **T**ask, **A**ction and **R**esult). Accomplishment stories, which illustrate how you've developed and used particular skills, are typically used in behavioral interviews in response to a question like, "Give me an example of a time when you managed a team" or "Tell me about a challenge you faced and how you solved the problem."

SITUATION:

TASK:

ACTION:

RESULT:



How prepared are you for your upcoming interview(s)? Use this guide to evaluate your readiness and follow up with an Office of Career Strategy advisor to help you with the rest.

### MOTIVATIONAL STORY

I can tell a story about who I am and why I am interested in this job/internship/industry

Yes!                                      Sort of                                      No – I need help!

My story highlights my education and relevant internship/job experiences

Yes!                                      Sort of                                      No – I need help!

My story is actually a story (i.e. there is a challenge, choice, outcome or a situation, action, and result)

Yes!                                      Sort of                                      No – I need help!

My story includes at least one reason that describes why I am interested in this particular organization

Yes!                                      Sort of                                      No – I need help!

### ACCOMPLISHMENT STORIES & SKILLS

I have identified transferable skills relevant to my targeted functional area/the position description

Yes!                                      Sort of                                      No – I need help!

I can provide concrete examples to demonstrate my skills (i.e. accomplishment stories)

Yes!                                      Sort of                                      No – I need help!

I have practiced telling my accomplishment stories out loud

Yes!                                      Sort of                                      No – I need help!

I have looked at a set of behavioral mock interview questions and can generally answer them

Yes!                                      Sort of                                      No – I need help!

### PREPARATION

I can demonstrate knowledge of my targeted industry and have read up on current trends

Yes!                                      Sort of                                      No – I need help!

I can demonstrate knowledge of my targeted function and relate examples from my own experiences

Yes!                                      Sort of                                      No – I need help!

I have reviewed the organization's website and materials, gone to campus information sessions (if applicable), and talked to Yale alumni who work(ed) there (if applicable) in preparation for my interview

Yes!                                      Sort of                                      No – I need help!

### PRESENTATION/POISE

I am comfortable with my non-verbal presentation (e.g. professional appearance, eye contact, body language)

Yes!                                      Sort of                                      No – I need help!

I am comfortable with my verbal presentation (e.g. speaking in an articulate manner, using an appropriate tone of voice, conveying interest and enthusiasm, remaining composed when challenged with tough questions)

Yes!                                      Sort of                                      No – I need help!