

TALENT TO  
**DENMARK**

# RETHORIC IN COVER LETTERS

Welcome to the webinar!

We will start at 13.00, and look forward to give you tips and ideas.

You are welcome to share in the chat already now, what you hope to gain from the event and if you have any questions in mind.

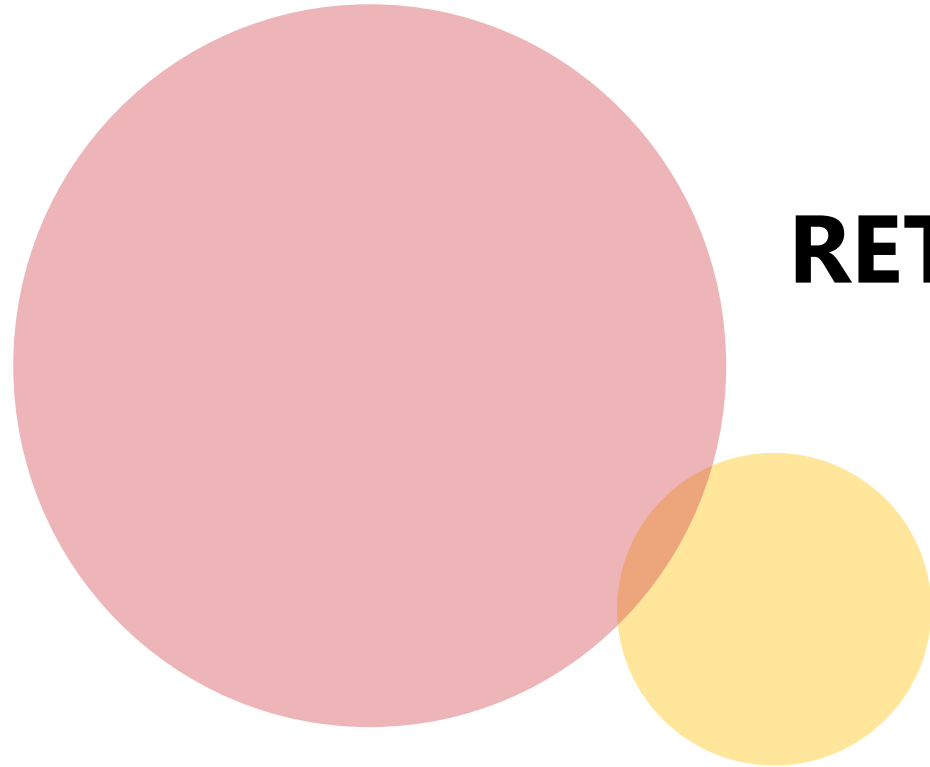
We will try our best to follow up on each of them.

- Trine & Mads

Danmarks  
Erhvervsfremmebestyrelse







# **RETHORIC IN COVER LETTERS**

*JUNE 15, 2020*



# AGENDA

- Welcome
- Preparation: How to analyse a job posting before starting
- The rhetoric's of cover letters
  - Selecting content
  - Methods for rephrasing your academic skills
  - Making sure you do not sell yourself short



# SLIDES & FURTHER READING

Our slides are now online:

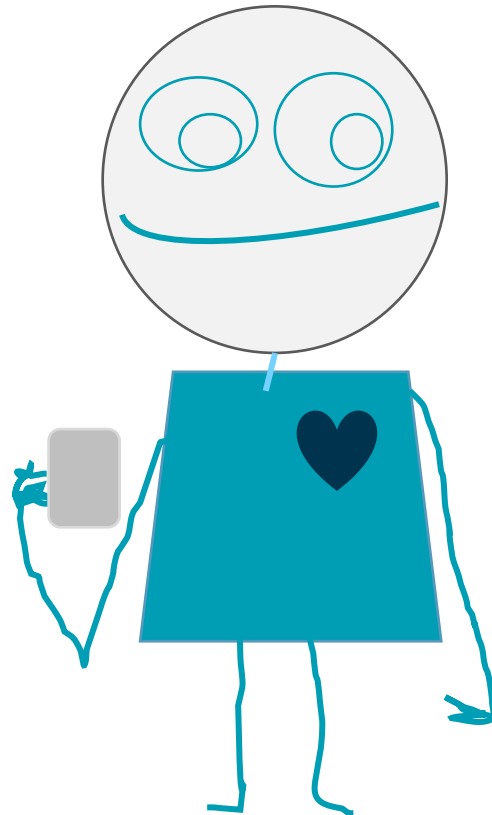
<https://itustudent.itu.dk/study-and-career-guidance/study-skills/exam-hacks/exam-in-corona-times/webinar-and-videos>



TUNE IN

## CV & Portfolio

Look backwards  
Your past and your experience



## The Cover Letter

Look forwards  
About you and the company.  
Why you are a great match.





# PREPARATION

## Mind-set


You must convince them that you are the right one for the job.

You don't need to be the best. Start by arguing why, you are an **interesting** candidate.

"I believe, I am an interesting candidate for this position because..."

## Knowledge

It is equally challenging to write a good job posting. Before you start your writing, consider if you have enough insight about the job – just like you do with any other project or thesis.



# ANALYSE THE JOB POSTING

*If you can not answer most or any of these reflections, you might want to improve your research.*

*Either desktop research, through your network or by reaching out to the company.*

## 5 Reflections

- Do you have a clear understanding of the tasks you will be involved with on an ordinary day, from 8-16?
- Is it clear what the company is looking for in a candidate?
- What are the responsibilities in the job?
- What competencies are need to have, and which are nice to have?
- What kind of colleague are they looking for?



# STRUCTURE



## Headline

## Motivation

Why would you like to spent you time work for them, in this very position? Be careful of clichés.

## Matching

Show that you know their needs, and how you can bring value to them. Be specific and consider using the BAQ-model.(We will get back to this)

## Short and formal ending

Be positive, optimistic.

### **Stick to one page!**

To long? Ask a friend to delete at least 30 words. They are better at killing your darlings.





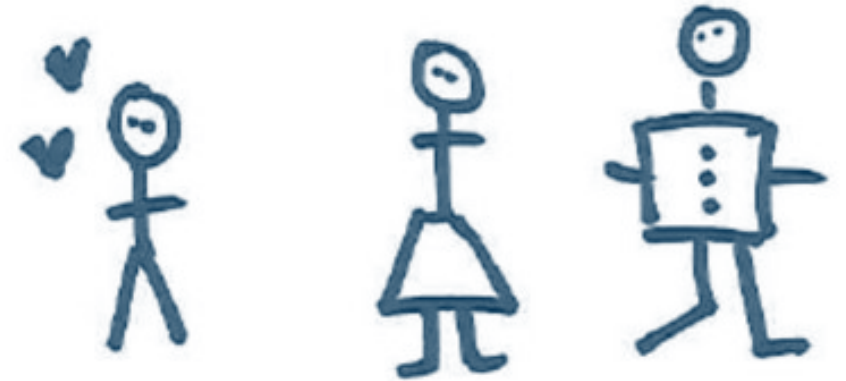
# RETHORIC: PERSONAL STORY TELLING

*Many stories to tell  
about your talents!*

Target your story telling.

What you need to tell – and what competencies you should emphasise, depend on who your are talking with and the context you are in.

No worries – you do it all the time!



# SELECTING CONTENT

## What topics to emphasise?

- Give yourself time to brainstorm on your best arguments, for why you are an interesting candidate for the position. Make a minimum of 12 post-its.
- Sort and bundle the post-its.  
Which are alike, which are connected?
- Choose the three or four arguments, that you believe to be the strongest. Craft your cover letter around these.





## REPHRASING YOUR ACADEMIC SKILLS

The **QAB model** can help you reflect on the value of your competencies.

A) What subject specific and personal competencies can you build on as a TA?

= Qualifications

B) Why is it an asset to have these competencies as a TA?

= Advantages

C) What value will this bring to the university, if they hire you?

= Benefits



# REPHRASING YOUR ACADEMIC SKILLS

The **QAB model** can help you reflect on the value of your competencies.

8 minutes in groups

Find 2-3 competencies relevant for being a TA.

Translate it into advantages and benefits.

A) What subject specific and personal competencies can you build on as a TA?

= Qualifications

B) Why is it an asset to have these competencies as a TA?

= Advantages

C) What value will this bring to the university, if they hire you?

= Benefits



## REPHRASING YOUR ACADEMIC SKILLS

The **BAQ model** can help you communicate your competencies to industry.

- Start of by telling the benefits they get from hiring you. = Benefits
- Support it with the advantages you offer. = Advantages
- And add the qualifications to build your argument. = Qualifications





## AN EXAMPLE

The QAB model for identifying your competences and their value.

- Creative ideas and social awareness of team members well being.
- As a TA, come up with awesome new approaches for teaching, and sensing if everyone is on-board and feel they can ask any questions.
- Students will be engaged, and do better at exams.

BAQ model for communicating to industry.

- With me as a TA, you will have a colleague, who engage students in learning activities and do better at exams.
- I am particularly good at finding new ways to approach teaching and create an inclusive environment for all students to feel able to ask any questions.
- I have experience with this from my waste amount of group work, where I bring op new approaches for how to address academic challenges, and spot the need for these inputs by being attentive of my team members well being.



DO NOT SELL  
YOURSELF SHORT



## REMINDER



### **Mind-set**

You must convince them that you are the right one for the job.

You don't need to be the best. Start by arguing why, you are an **interesting** candidate.



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YOURSELF SHORT

## EXERCISE: BEST SELF PORTRAIT

Write to 6 people and ask them to mention 5 things about you, that they appreciate.

Dear XXX

I am on a course and have been asked to do a bit of a strange and somewhat overwhelming task. The thing is, I am to ask 6 people in my life to mention five things or quality they appreciate in me.

Will you help me and share your thoughts with me?

All the best,  
XXX

# QUESTIONS?!

**Raise** a hand or **type** a question!





# SLIDES & FURTHER READING

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<https://itustudent.itu.dk/study-and-career-guidance/study-skills/exam-hacks/exam-in-corona-times/webinar-and-videos>





## EVALUSTION & FEEDBACK

We are newbies when it comes to  
online workshops!

### Evaluation & Feedback

Please note in the chat, how you  
experienced the event.

1(horrible!)- 5 (Amazing)

Please add any ideas, critic,  
comments, or suggestions for  
development.



NEED FURTHER  
IDEAS &  
GUIDANCE?!

## **STUDY & CAREER GUIDANCE**

Mail: [studentadvisors@itu.dk](mailto:studentadvisors@itu.dk)

**Book a 30 minutte session**  
[itustudent.itu.dk/  
study-and-career-guidance/  
contact](https://itustudent.itu.dk/study-and-career-guidance/contact)