Personal Statement Preparation

* + - * Score your Personal Statement using the criteria below prior to your appointment (criteria dependent on statement question).
			* For each Criteria start at column 1, if you do not tick anything in column 1 then move to column 2, if you tick all of the boxes in column 2 then move on to column 3 and then column 4. (You can type yes if easier than ticking.) Contact studentservices@le.ac.uk if you have any questions about completing the form.
			* Prior to your appointment use the [Personal Statement Guidelines](https://le.ac.uk/career-development-service/applications-and-cvs/personal-statments) and this preparation form to develop your statement.
* You must bring this document to your appointment or email to studentservices@le.ac.uk. In the appointment we will evaluate your statement & look for development areas.

| **Criteria** | **1 - Significant development required** | **2 - Satisfactory – some development required** | **3 – Good** | **4 – Excellent** | **Score** |
| --- | --- | --- | --- | --- | --- |
| **How to score** | If one or more of these boxes are ticked then score yourself 1 | You must meet all criteria 2 to score 2 | You must meet all criteria in 2 and 3 to score 3 | You must meet all criteria in 2, 3 and 4 to score 4 |  **/16** |
| **Commercial Awareness** | [ ]  Demonstrates no understanding of sector/company/role or subject/ institution [ ]  Inaccurate information  | [ ]  Demonstrates knowledge through including information about the company/sector/course/institution in answer | [ ]  Articulates own opinion in answers[ ]  Backs up points with evidence | [ ]  Demonstrates own understanding and opinion on the issue/subject[ ]  Shows consideration for both sides of the argument |  |
| **Motivations** | [ ]  No or lack of motivational reasons[ ]  Information is generic, can be applicable to any job/course/sector/institution | [ ]  Discusses motivational reasons for applying for specific role | [ ]  Demonstrates research [ ]  Writes reasons why applying for role/course and company/institution[ ]  Shows personal reflection and self-awareness | [ ]  Demonstrates research & understanding which is aligned to company/institution, role/course, sector[ ]  Demonstrates understanding of role/course, company/institution ethos, values, ambitions  |  |
| **Capabilities** | [ ]  Skills simply stated with no evidence[ ]  No examples provided as evidence | [ ]  Highlights key skills, knowledge and experience | [ ]  Examples are provided to demonstrate evidence of suitability for the job/course[ ]  Relevant skills, knowledge mentioned[ ]  Skills articulated in relation to how they will be utilised in the role/course | [ ]  Tailored to job descriptions/person specification/ course specification[ ]  Good use of examples following [STARS](https://le.ac.uk/career-development-service/interviews-and-assessments/stars-technique) technique linking clearly to the job/course and skills required[ ]  Strong & recent examples with a clear impact from the result of example |  |
| **Writing Style/ Structure** | [ ]  Spelling or grammar errors[ ]  Key points not addressed[ ]  Paragraphs are too long[ ]  Negative connotation statements included[ ]  Irrelevant information in opening[ ]  Abrupt ending, new information introduced or/and no summary in ending  | [ ]  No spelling or grammar errors, correct use of language, written positively[ ]  Paragraphs of a suitable length[ ]  Opening includes introduction to skills, motivations and highlights[ ]  Ending provides a brief summary with no new information | [ ]  Clear in highlighting key points[ ]  Information is concise yet persuasive and positive[ ]  Opening engages reader, concisely highlights motivations encompassing essence of role/company/study/institution[ ]  Ending is an engaging summary which is positive, impactful and memorable | [ ]  Language is consistently achievement focussed[ ]  Examples are engaging and powerful |  |

**Personal Statement Action Plan – To be completed during appointment**

**Further Support**

Book on [MyCareers](https://mycareers.le.ac.uk/) or via the Student Services Centre: studentservices@le.ac.uk 0116 252 2448

**Application Coaching**[ ]  CV
[ ]  Covering Letter
[ ]  Personal Statement
[ ]  Application Form
[ ]  LinkedIn

**Career Coaching**[ ]  Interview Preparation[ ]  Psychometric Testing Help
[ ]  Assessment Centre Preparation[ ]  No Career Ideas[ ]  Some Career Ideas [ ]  Getting Focussed Work Experience[ ]  Researching Further Study[ ]  Interview Reflection [ ]  Assessment Centre Reflection

**Mock Interviews**[ ]  Mock Interview[ ]  Mock Presentation[ ]  Mock Role Play[ ]  Video Interview Review

[ ]  Business Coaching

**Your score before appointment: Your score after appointment:**

| **Action Points to improve Personal Statement** | **Date to complete:**  |
| --- | --- |
| **1 Commercial Awareness** | Click here to enter a date.Completed [ ]  |
| **2 Motivations** | Click here to enter a date.Completed [ ]   |
| **3 Capabilities** | Click here to enter a date.Completed [ ]  |
| **4 Writing Style and Structure** | Click here to enter a date.Completed [ ]  |

**We recommend you submit your Personal Statement to an employer/institution when you score 16.**