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](mailto: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](mailto:%20studentservices@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.**