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UC San Francisco

# Consulting Application Materials Workshop


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# Consulting Application Materials: Cover Letters and Resumes

Application Materials Clinic for Students and Postdocs interested in Consulting

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# Today's Work

Understand viewpoint of employers

Improve consulting resume

Draft a cover letter

Critique a cover letter

Rewrite a cover letter

# From the employer's perspective

Leadership

Personal Impact

Achievement

Demonstrated attention to communication  
details

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# Today's Work

~~Understand viewpoint of employers~~

Improve consulting resume

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Rewrite a cover letter

# To improve resume/letter - first make a list

- Problem Solving
- Achievement
- Personal Impact
- Leadership

List Two Items for  
each of these  
-fill in the worksheet



# Let us do one together

## ■ Personal Impact

How is a place or community or work group or department changed because you used to be there?

Use numbers; quantify

What kinds of people did you interact with?

Which languages did you speak?

# Personal Impact - example

*How is a place or community or work group or department changed because you used to be there?*

As a senior I sought funding for my major with the decision-makers at my university; my last semester at Long Beach State the psychology majors had hands-on research experience and the funding for this program has grown and diversified in the 10 years since I graduated

# Personal Impact

## – rewriting the example

As a senior I procured ~~sought~~ funding for my community ~~major~~ by working with faculty and deans at my university to ensure that psychology majors had funding for summer research projects. ~~with the decision-makers at my university; my last semester at Long Beach State the psychology majors had hands-on research experience and~~ The resources funding for this program have ~~has~~ grown and diversified in the 10 years since I graduated.

# Personal Impact – rewritten example

As a senior I procured funding for my community by working with faculty and deans at my university to ensure that psychology majors had funding for summer research projects. The resources for this program have grown and diversified in the 10 years since I graduated.

# Problem Solving

1.

2.

## *Achievement*

a.

b.

# Personal Impact

1.

2.

## *Leadership*

a.

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b.

# Your Turn: Think, Pair, Share

**Turn to the person next to you. Tell them:**

1. For whom/what are you preparing your document?
2. What is the strongest item on your list?
3. Ask for help with one item

# Improve Consulting Resume

In the next few slides

# Writing a consulting executive summary\*

- A qualifications summary is an abstract of YOU relevant to the consulting job
  - It summarizes your relevant skills & experiences
  - Use the job description to tailor your qualifications summary
- \*Some people call this a profile or qualifications summary



# Writing a consulting executive summary\*

- Sell yourself in one sentence
- Elevator pitch NOT a statement of your objective
- Highlight characteristic, role, skillset or specialty and link it to **specifics**

# Formatting that's easy on the reader's eye

- **Length:** 1-2 pages \*\* for BCG make it one page
- **Margins:** Top/Bottom .5 and Right/left .75 inch
- **Fonts:** Times New Roman, Calibri, Cambria, Garamond, Helvetica, Arial Narrow, Optima, Palatino, etc.
- **Font Size:** 11-12 point font.
- **Headings:** Bold and capitalize. Heading font size 0-1 size larger than text.
- **Highlight:** Indent, bold, capitalize, bullet to highlight.
- **Numbering:** Put your name and page number on 2<sup>nd</sup> page in corner
- **Exclude:** Do not include birth date, birth city, personal status, photos

# Consulting Focus Resume

Your headings will include:

Executive summary or summary or highlights

Relevant Experiences and/or Project Management  
Skills

Leadership

Education (with test scores/GPAs)

Interests

# Consulting Focus Resume

How many pages?

1-2 pages is the basic answer (for BCG one page)

Do not go smaller than 11pt if a smaller font

Do not say “references available upon request” but  
do bring your list of references with you to  
interviews

# Consulting Focus

- Proofread...eg., Professional
- QUANTIFY – use numbers, percentages, \$\$ amounts, ratios – consultants love this
- Think about people or word search programs  
...use relevant keywords  
...keep formatting simple

# Consulting Focus - Quantify

Example: I created a training module for training new members on using our database that increased efficiency in our work group by 25%

# Consulting Focus

- Rewrite it several times
- Craft bullet points
- Look at it next to your cover letter
- Look at it next to the job description

# Consulting Focus

Take time to be strategic and RELEVANT  
with your HEADINGS in the Resume



# Consulting Focus

Choose YOUR headings NOW

Look at the statements you wrote  
earlier- recall the conversation you had  
a few minutes ago

# Draft a cover letter

Write a new letter for each consulting firm

State the specific job in first paragraph

Make a well-structured evidence-based argument as to why the firm should hire you

# Draft a cover letter

**Make a well-structured  
evidence-based argument  
as to why the firm should hire you**

# Draft cover letter – Opening Paragraph

Your objectives

State the specific job

How you learned about the job opening

- Networking
- Events
- Publication

# Draft cover letter – Middle Paragraphs

Look at your list

Establish a connection between the job and  
YOUR competencies

Choose two or three accomplishments or  
experiences that make you uniquely qualified  
AND that are relevant to the position

# Draft cover letter – Middle Paragraphs

This is the hardest part of the letter to write!  
-if you have not started, write two items down now

-if you have a letter, check to see if it meets this standard

*...two or three accomplishments or experiences that make you uniquely qualified AND that are relevant to the position*

# Draft cover letter – Closing Paragraph

Look *beyond* your list to your personal qualities

What will you personally bring to the company?

Passions, patterns, personal skills & values

Plus, one short sentence that names your professional usefulness to this company

# Today's Work

~~Understand viewpoint of employers~~

~~Improve consulting resume~~

~~Draft a cover letter~~

Critique a cover letter

Rewrite a cover letter



# Your questions?

~~Understand viewpoint of employers~~

~~Improve Consulting Resume~~

~~Draft a cover letter~~

Critique a cover letter – see rubric

Rewrite a cover letter

# Today's Work

~~Understand viewpoint of employers~~

~~Improve Consulting Resume~~

~~Draft a cover letter~~

Critique a cover letter – let's go!

Rewrite a cover letter

# Critique a cover letter – now

Do your own

Work with a stranger

Work with an acquaintance

Avoid close family, best friends, others who know your story or know you in only one way

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Rewrite a cover letter – you will do this

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# NEXT STEPS

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[career.ucsf.edu/cvs-resumes-cover-letters](http://career.ucsf.edu/cvs-resumes-cover-letters)





# Best Successes to You

The End

Thanks to the UCSF Consulting Club for last  
year and this year

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Patti Meyer, PhD

Program Director, Non-Academic Careers