

# Creating Captivating Cover Letters



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TESL Ontario Webinar  
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# Let's use the poll feature!

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1. In the past year, how many cover letters have you sent out?
2. Do you always tailor your cover letter to the job, including company vision and mission?
3. When tailoring, how long does it take to write your cover letter?

# Hello!

## I am Katina Deichsel

### Why me?

- 10 years Business Communication Specialist
- Tailored 2000+ cover letters & resumes
- Trained 30 cohorts in behavioural interviewing
- Designed 1000+hrs of Employment focused curriculum
- Coached 1500+ IEPs in building careers in Canada

1. 3 key sections
2. Meaningful praise
3. Tailoring for best fit
4. Articulating your why
5. Networking prior
6. Q & A

# AGENDA



**Many paths often  
lead to the same  
destination.**

**Content?**

**Formatting?**

**Tailoring?**

**Network?**

Add ideas to **PADLET**.

**What is a  
cover letter?**

## Part 1

### Laying the foundation

- Position statement
- Brief overview
- Compliment company



**Sample Part 1**

## Part 2

### Selling your Skills

- 3 - 5 bullet points tailoring applicant experience to job posting



**Sample Part 2**

## Part 3

### Showing commitment

- “Why” statement
- Restate attributes
- Any extra info
- Contact info



**Sample Part 3**

**Mark Stevents**

Social Work / Human Rights

**Sample 1**

**Katina Deichsel**

Instructional Design

**Sample 2**

**SAMPLES**



# Aligning values

## Part 1 - Laying the foundation



# Why this company?

Giving meaningful praise

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## Example:

- **Company objective:** To achieve 95% participant satisfaction rate and 80% employment rate from graduation - 1yr post program.
- **Compliment:** After experiencing the financial and personal devastation wrought by Covid-19 on the hospitality industry, I am greatly impressed with how your company increased its commitment to finding work for displaced workers from 70% in 2019 to 80% in 2021, especially now during a pandemic when job opportunities are uncertain.

# Part 1 - Compliment the Company

## Don't:

- Use vague statements

## Do:

- Research the company website and use specific info.



## **Social Media**

Linkedin  
Twitter  
Instagram  
Facebook  
Tiktok?

**Network** with  
past clients /  
employees

## **Employee Feedback**

Payscale  
Glassdoor

## **Company website**

About us  
News and Media  
Policies and Standards  
Annual Reports  
Client / Participant testimonials

# Tailoring for Best Fit

## Part 2 - Selling your skills

# Sample Job Posting - LINC Instructor

## Qualifications

- Bachelor in Adult Ed, Education, related field
- TESL Certification
- 1-3 yrs teaching exp.
- Knowledge of CLB and PBLA
- French an asset
- Criminal Record Check



## Skills & Abilities

- Self directed
- Teamwork
- High proficiency in zoom, MS programs
- Skilled at EAL curriculum & lesson planning
- Excellent written skills
- Research skills



## Main Responsibilities

- Designs & delivers lessons based on LINC program curriculum at appropriate level for adult learners
- Teaches English language and learning skills using a variety of instructional techniques
- Delivers curriculum that advances newcomers' understanding of life and work in Canada
- Implements PBLA and maintains monthly evidence of advancement
- Keeps abreast of current ESL and online teaching techniques by participating in PD

## Posted Duty

```
graph TD; A[Teaches English language and learning skills using a variety of instructional techniques] --> B[Instructs secondary, post-secondary, and employment training participants with CLB 2 - 8 English language profiles, in virtual and blended learning environments with 20 - 30 learners, through a variety of instructional techniques, including brainstorming, group discussion, demonstrations, role-play, and fishbowl.]; B --> C[Tailored Accomplishment];
```

Teaches English language and learning skills using a variety of instructional techniques

Instructs secondary, post-secondary, and employment training participants with CLB 2 - 8 English language profiles, in virtual and blended learning environments with 20 - 30 learners, through a variety of instructional techniques, including brainstorming, group discussion, demonstrations, role-play, and fishbowl.

## Tailored Accomplishment

**Posted Duty**

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graph TD; A[Posted Duty] --> B[Implements PBLA and maintains monthly evidence of advancement]; B --> C[Implements real world assessment tasks through PBLA best practices...]; C --> D[Tailored Accomplishment];
```

**Implements PBLA  
and maintains  
monthly evidence of  
advancement**

**Implements real world assessment tasks  
through PBLA best practices that consistently  
integrate instructor, peer, and self evaluation  
checklists and rubrics to show evidence of  
advancement, collected in learner-chosen  
digital portfolios, including websites (Google  
sites, Wix) and blogs (Wordpress, Weebly)**

**Tailored Accomplishment**



1. Identify main responsibilities
2. Choose the first 3 - 5 that you can expand
3. Keep wording verbatim
4. Include relevant numbers, dates, strategies, methods, and tech

# Steps to Tailor

# Telling your why

## Part 3 - Showing Commitment



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People don't buy what you do,  
they buy why you do it.

— Simon Sinek

YourSelf  
Quotes



# What's your why?

To me, being an educator means...

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Add your items (one to two words per submission) to the [ANSWER GARDEN](#)

# Learn your story...

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In 10th grade, Mr. Finley, the History Teacher, would come in character for that week's important Canadian. Every day I looked forward to meeting Dr. Frederick Banting, Terry Fox, Dr. David Suzuki, and Wayne Gretzky. History came alive and learning became fun.

After my first training program, I received 10 cards from new Canadians thanking me for increasing their confidence to apply for jobs. I felt inspired and motivated to help not just my students, but their families and communities. I wanted their kids to see happy and fulfilled parents.

# Imagine you want to work at TESL ONTARIO...

- **Vision Statement:** To inspire professionals and learners through our role as a leading authority on English language education
- **Mission Statement:** To provide support and direction to professionals, government bodies, and industry stakeholders involved in English language education.

## **Now, connect your WHY to the vision and mission.**

Being the daughter of immigrant parents who came to Canada long before language supports like LINC existed, it was extremely difficult - financially, psychologically and emotionally - to watch my loved ones struggle. It is because of this experience that I found my way into ESL, and why I continue to commit myself to upgrading my skills and experience to create meaningful learning opportunities to increase my students' English competency and their confidence.

# Mining your network

**Starting at  
the beginning**



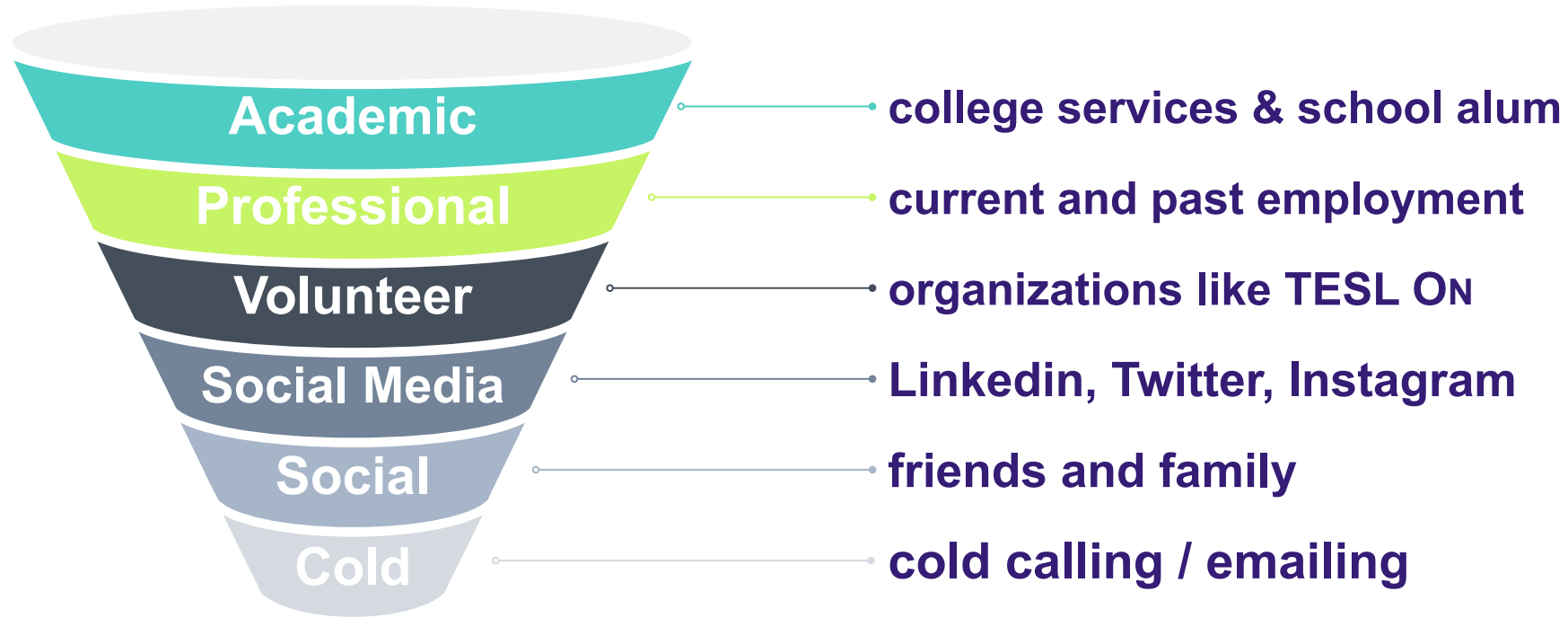
# Job seekers should know....?

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# Networking for the Hidden Job Market

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1. Cover letters typically have 3 key sections:
  - a. Laying the foundation
  - b. Selling your skills
  - c. Showing commitment
2. Give a real compliment to the company, based on research & inline with your values.
3. Always tailor your experience to the posting by copy pasting 3 - 5 duties and expanding with your own details and numbers.
4. Tell your why: show why you're passionate to be in this field and anchor it with a relevant personal story.
5. Network before starting any job search. Most jobs are shared by people in the same network and managers would prefer to hire through word of mouth.

# REVIEW

# Thanks!

## Any questions?

**You can find me at:**

Katina Deichsel Consulting

Linkedin Profile

Personal Email

# Important links for Chatbox

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## 1. Slide 6 Padlet Activity:

- <https://padlet.com/katina12/tvbimun1hstxh1ji>

## 2. Slide 20 Answer Garden Activity:

- <https://answer garden.ch/1980305>
- In case of spam: [kdeichsel@gmail.com](mailto:kdeichsel@gmail.com) / TESLON

*All other linked documents to be shown on shared screen in workshop.*