

# Post 18 Application Preparation



# What is a Personal Statement..?



- Supports your post-18 application
- For employment – CV and cover letter
- For UCAS - 4,000 characters, 47 lines of text
- Opportunity to demonstrate skills, experience, ambitions and suitability for the position or course

# How are Personal Statements used..?

- To provide a basis for job and university interviews
- To enable employers and universities to differentiate between applicants
- To consider:
  - borderline applicants
  - applicants for Adjustment
  - during Clearing



# Recruiters/admissions are looking for...



Evidence of your:

- ***understanding...***

...of the job role/course content

- ***potential...***

...your academic profile together with your motivation and enthusiasm

- ***independence...***

...of thought, originality and your independent learning skills

- ***contribution...***

... to the workplace/institution

# Why they are important..

Liverpool John Moores University

Course name

Child Nursing

Provider code

L51

Course code

B730

Conditions for acceptance

Sheffield Hallam University

Course name

Nursing (Mental Health)

Provider code

S21

Course code

B760

Conditions for acceptance

Unsuccessful due to content of personal statement. You show personal qualities but need to evidence a deeper insight into the role to include key areas such as dignity, communication and holistic care. Specific reading around the subject is required of NMC, 6Cs and Nursing Times to help underpin your experience.

Thank you for your application and the effort that you demonstrated during the application process, unfortunately on this occasion we are unable to offer you a place. Other candidates displayed a greater range of interpersonal skills and showed a better understanding of the breadth and depth of the professional role.



**Job Search**

**UCAS**



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# Why they are important...

University of Manchester

Course name

Accounting and Finance

Provider code

M20

Conditions for acceptance

Point of entry

Year 1

Course code

NN43

Whilst your educational profile was strong, there were a number of applicants with a stronger personal statement.

Durham University

Course name

Combined Honours in Social Sciences

Provider code

D86

Conditions for acceptance

Point of entry

Year 1

Course code

LMV0

Thank you for your application to study at Durham University, which has been carefully considered. Regrettably, we have not been able to make you an offer due to the following reasons.

Admissions is a comparative and competitive process. Unfortunately, though the application was strong, it was not considered to be as strong as those applications that were successful.

The personal statement is an important factor in the strength of an application and unfortunately was not as strong overall as the personal statements on successful applications.

# Suggested letter/statement structure...

*Opening statement – 5%*

*Experience/Academic suitability – 70%*

*Extra-curricular activities – 20%*

*Concluding statement – 5%*



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# Opening statement...

- Short, concise and to the point
- Outlines your interest in the job role/course
- Grabs the readers attention
- Consider writing last



# Opening statement example...

*"I wish to apply for the role of Apprentice Engineer, currently being advertised on reed.co.uk. Please find enclosed my CV for your consideration.*

*I am due to complete my A Levels in Physics, Mathematics and Geography in June 2023 which have **developed my interest** in Mechanics. During my studies, my coursework **focussed on** X, which helped **build my knowledge** around the subject..."*

# Opening statement example...

*“My **interest in** History and Politics was sparked by the study of World War Two and its causes. The ability of a populist party to gain political power, and then abolish the democratic system that helped them achieve it, is **fascinating**. This highlighted the link between the two subjects and **inspired my curiosity** in political history...”*

# Opening statement example...

*“Reading... 'Prisoners of Geography', **sparked my interest...** I was **intrigued** by the connections he highlighted between the natural (physical) characteristics of the earth and how they can... impact the course of human history. While this book offers strong links between physical and human geography, **my fascination** has always been for the human dimension...”*

# Academic suitability...

- What do you enjoy about your studies and why?
- What have you learnt from super curricular activities?
- Critically evaluate work experience/volunteering in relation to the job role/subject
- Evidence of academic skills



# Super curricular activities...

*“One aspect of Chemistry I have enjoyed... is physical chemistry. Attending a **public lecture** at The University of Leeds, 'Seeing is Believing', **highlighted how** changes in the arrangement of molecules affects the properties of a material, for example, ... **Reading 'The Laws of Thermodynamics' ...further helped to expand my knowledge of** physical chemistry through...”*

# Super curricular activities...

*"I have worked hard to **develop my practice** over the past three years, and I have recently **completed the Young Creatives course** at Leeds Arts University. Here **I learned to** work with new media such as screen printing, mono printing, bookbinding and appliqué...."*

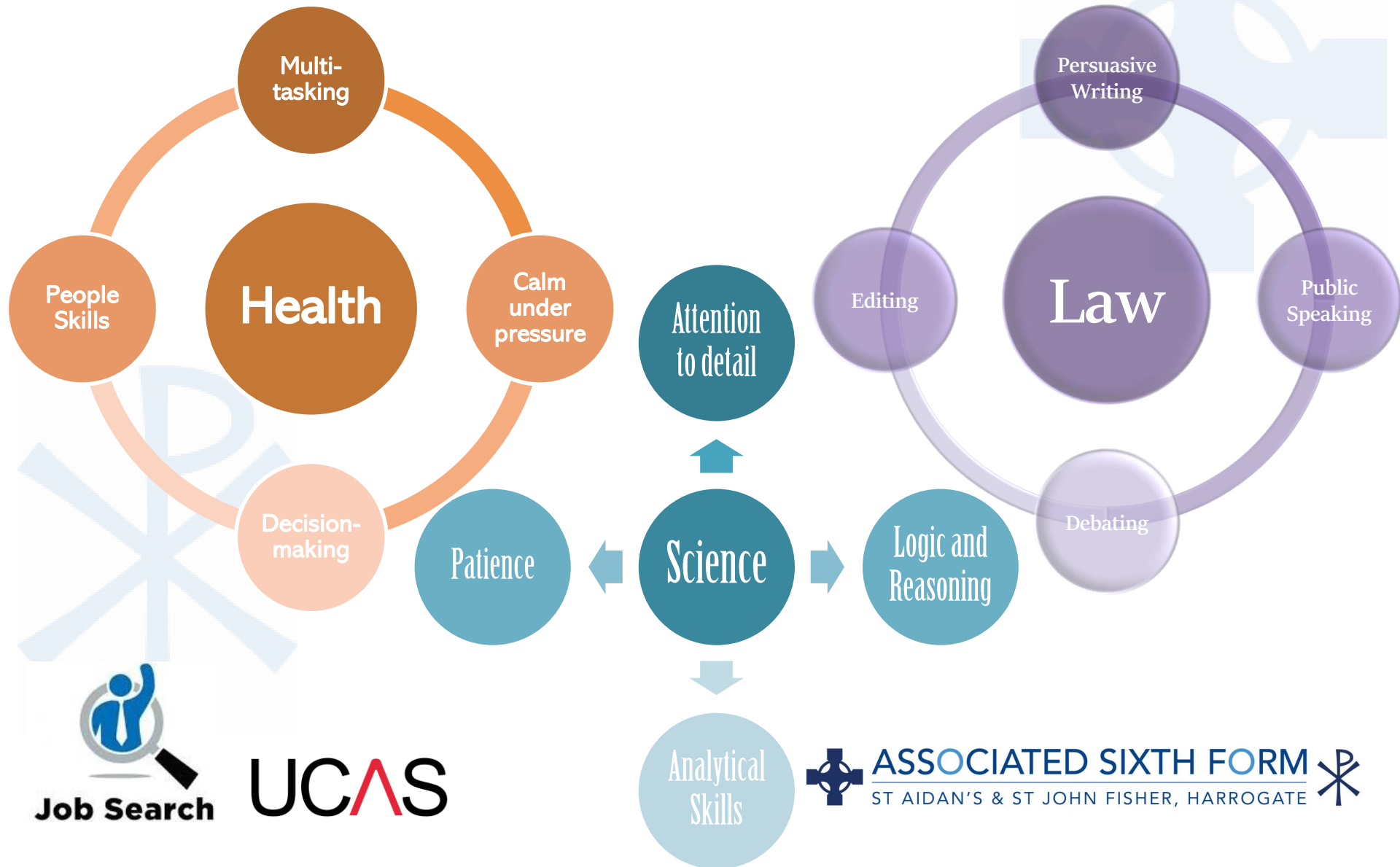
# Work experience/volunteering...

*“During work experience with a local firm of solicitors I deepened my **understanding of** the intricacies of the legal system. **I had practise in** drafting some legal powers of attorney and I also **sat in on** both a mediation of a divorcing couple and the drafting of a will...”*

# Work experience/volunteering...

*Volunteering as a brownie young leader... reinforced my teamwork and leadership skills as I have worked alongside other leaders to help deliver sessions... I have worked as a visitor assistant...has helped to build on my resilience and problem solving as well as my independence. This role has involved working under pressure...encouraging, motivating and teaching customers..."*

# Academic skills...



# Academic skills...

*“Studying Mathematics has heightened my interest in **problem solving** and strengthened my **ability to utilise** different arithmetical variables.*

*This is beneficial when using **quantitative techniques** to **analyse** statistics and data, such as the calculus involved to find...”*

# Academic skills...

*"Studying Applied Business means I have developed the ability to **apply business theory** as an entrepreneur. **Creating a viable model** of a sustainable boutique enabled me to sell profitable garments... I **understand profit and loss**, factors behind strategic buying and merchandising on a manufacturing level, why satisfying **consumer demands** is so crucial when **forecasting** styles and future **trends**...."*



## Extra-curricular...

- Outlines key roles and responsibilities
- Refers to key achievements such as awards, events
- Highlights transferable skills developed
- Avoid lists, "less is more"

# Extra-curricular...

*“...I play hockey for my school team...and Rugby for Harrogate. I currently work in a shop and volunteer at a local charity which has developed my **interpersonal skills** and **team working**, as well as the **ability to adapt** to the various and rapidly changing scenarios of retail. My participation in the Duke of Edinburgh Award has also developed my **leadership**, **time management and determination**...”*

# Concluding statement...

- Reinforces enthusiasm for the company/role/course
- Highlights what you can offer the employer/university
- Leaves a final positive impression



# Concluding statement...

*"Business is always changing and evolving and I **look forward to** the challenge of studying Business at university which will provide the **perfect environment** to **strengthen** and test my understanding..."*

*"Understanding the mechanics of the body has always **intrigued me**, especially the brain... I want to **delve deeper** into this rapidly developing field... and to one day have a **career** in which I can **contribute to** it."*

# Drafting top tips - use...



- ✓ Microsoft Word
  - ✓ Ariel font, size 12
  - ✓ Space between paragraphs
  - ✓ 2.5cm margins
- ✓ Persuasive, positive phrasing
- ✓ Clear paragraphs with formal language
- ✓ Write in your 'voice'
- ✓ Use examples:  $A+B=C$ 
  - ✓ *Action + **B**enefit = **C**areer/**C**ourse relevance*

# Drafting top tips - avoid...

- x Clichés – "*I have always...*"
- x Famous quotes – use the character count for your words, not someone else's
- x Complicated vocabulary
- x Negativity or humour
- x Exaggeration
- x Plagiarising



# Remember...



- Logical structure – beginning, middle and end
- Be selective and analytical - "*So what..?*"
- Do not exaggerate
- Read aloud
- Ask for feedback
- Check, re-check then check again

# Positive phrasing...

I learnt from

*Commitment*

*Taking part in*

Enriched

Furthermore

***Self-motivated***

**Enabled**

Through attending

Reinforced

Improved

Combining ... with ... has

*This demonstrated my ability to*

I aspire to

*Strengthened*

**Participated in**

*Broadened my interest*

The opportunity to

I particularly enjoyed

Developed skills of

*Enhanced*

Facilitated

Expanded



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# In Summary...



UNIVERSITY OF  
**LEICESTER**

# Top tips