



Jordan's Challenge

Jordan is in the final year of university and is applying for a Graduate Management Trainee position.

Jordan has good grades and plenty of university experience but has received the following feedback after submitting several job applications:

"You have relevant experience, but your application doesn't clearly demonstrate your impact or why you stand out from other graduates."

Jordan has reached the final interview stage before, but hasn't yet secured a graduate role.

⇒ Your task is to become Jordan's career coach.

Can you help transform Jordan's application from **good** to **outstanding**?



Graduate Job Advertisement

Graduate Management Trainee

We are looking for graduates who can demonstrate:

- ✓ Leadership and initiative
- ✓ Critical thinking and evidence-based decision making
- ✓ Project management
- ✓ Excellent communication
- ✓ Digital confidence
- ✓ Ability to influence others
- ✓ Commercial awareness
- ✓ Professionalism
- ✓ Adaptability and resilience

Jordan's University Experience

Over the last three years Jordan has:

- Achieved strong grades across the programme.
- Led a multidisciplinary group project.
- Completed an industry-based consultancy project.
- Presented recommendations to external clients.
- Used Excel, Power BI and Microsoft Teams.
- Worked part-time while studying full-time.
- Volunteered as a Student Representative.
- Organised a charity fundraising event.
- Mentored first-year students.
- Completed online professional development courses.

Task 1 – Recruiter's Perspective

You are the graduate recruitment panel.

Read the job description.

Which experiences should Jordan highlight?

Which experiences should receive less attention?

Complete the table.

Graduate Attribute	Best Evidence	Why would this impress an employer?
Leadership		
Project Management		
Critical Thinking		
Communication		
Commercial Awareness		
Digital Skills		
Professionalism		

Graduate Attribute	Best Evidence	Why would this impress an employer?
Adaptability		

Task 2 – Improve Jordan's Application

Jordan has written the following answers.

They are accurate...

...but unlikely to secure an interview.

Example 1

Employer asks

Describe your leadership experience.

Jordan writes

I was the leader of a university group project.

Rewrite this using evidence and impact.

Example 2

Employer asks - Tell us about your commercial awareness.

Jordan writes

I understand how businesses work.

Rewrite this.

Example 3

Employer asks - Describe a challenge you overcame.

Jordan writes

University can be stressful but I managed.

Transform this into a graduate-level response.

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Task 4 – Graduate Application Clinic

Now it's your turn. Choose **one** experience from your own degree.

Complete the table.

Experience	Graduate Skill	Evidence	Impact	Employer Benefit

Write a **150-word graduate application response** using that experience.

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Final Reflection

Complete the sentence:

"If I had an interview next week, the strongest example I could talk about would be..."

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